



ADVANCE
RETAIL
TRADE
EDITION

See section opposite page 128



Beland

Beauty
Number
—
Midseason
Collections

June 1, 1935
Price 35c

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Publications, Inc.
V O

Where Fifth Avenue Meets the Sea



● *These are exciting days* at the Dorothy Gray Fifth Avenue Salon. New York's loveliest women dash in for one last luxurious Salon Facial before leaving for the seaside. And while they relax in downy chairs to have firm hands pat away the strain of shopping, Dorothy Gray is kept busy answering questions.

Here are some of Dorothy Gray's answers. You, too, should use the same preparations prescribed for her distinguished patrons:



What tan is smartest? A cool, even *café au lait* shade is newest. To achieve it, use a generous film of Dorothy Gray Sunburn Cream before you go out into the sun. (If you prefer a deep tan, use just a little.) This delightful, non-greasy cream lets you tan evenly and pain-

lessly by filtering the sun's *burning* rays. All Dorothy Gray patrons use it. In bottle or (new!) tube... Dorothy Gray Sunburn Cream, \$1.



What is the best Summer cream? Use a light, frothy cream that cleanses and softens... Dorothy Gray Cream 683. Its pure, delicate oils are double-beaten into tiny particles which have unusual penetrating qualities. Lifts dust out of pores and softens dry, weathered skin. Dorothy Gray Cream 683, \$1.



What is the newest powder fashion? Dorothy Gray patrons are going in for a young, "gauzy" complexion finish... perfectly achieved with "Transparent," a ravishing new version of the famous Dorothy Gray Salon Face Powder. For tan

skin, the *Suntone* shade is lovely. Dorothy Gray Salon Face Powder "Transparent," \$1.50.



What is the best rouge shade for sun-tan skin? Dorothy Gray's *Tawny*... a shade that is beautifully fresh and natural out-of-doors, and is perfect for tanned skin. Dorothy Gray Cream Rouge, \$1.25; *Boudoir Rouge* (cake), \$1; Dorothy Gray matching *Tawny Lipstick*, \$1.

Dorothy Gray preparations are sold at all leading cosmetic counters. Ask for free booklet, "Your Lovely Skin." ©1935, Dorothy Gray.

Dorothy Gray

Salons at 683 Fifth Ave., New York
Los Angeles • Chicago • Denver • Atlanta • Washington
Boston • Milwaukee • Paris • Brussels • Amsterdam
and on the Grace Line "Santa" Ships.

SHORTS AND CULOTTES

**dominate the Summer
playsuit picture**

★

*This trio of Best models features
linen in white, pink, yellow, or
turquoise. Sizes 14s to 20.*



9.75



V11

V12—Tye-Vye printed
cotton bandana with
visor. Navy, brown or
red 1.00

6.95

MAIL ORDERS FILLED

Best & Co.

Fifth Avenue at 35th Street



ANTIGUA, GUATEMALA

Grace Cruises BETWEEN NEW YORK AND California



Only the exclusive GRACE Cruise Route between New York and California includes visits to Puerto Colombia and Cartagena in South America; Cristobal, Colon, Balboa, and the ruins of historic Old Panama; a 20 mile drive inland to San Salvador; an 80 mile trip in a special train to Guatemala City and Antigua; Mazatlan, Mexico, and, eastbound, Havana.

A new GRACE "Santa" liner sails every two weeks from New York, San Francisco and Los Angeles. These splendid vessels are the only ships having all outside rooms with private, fresh water baths; dining rooms on promenade decks, with roll-back domes which open to the sky; Dorothy Gray Beauty Salons; pre-release talkies; outdoor, built-in tiled swimming pools. The public rooms, designed by John Russell Pope, decorated by Elsie Cobb Wilson, are typical of the good taste which characterizes every room in these smart new ships. Also broad, shaded, breeze-swept decks, gymnasiums, novelty shops, barber shops, libraries and club-bars . . . RAIL-WATER CIRCLE TOURS, from your hometown to either coast by rail, the famous GRACE Cruise through the canal to opposite coast, home again by rail. Stopover privileges. Ask your travel agent for the special reduced summer rates. GRACE Line, 10 Hanover Sq., New York; Boston, Washington, D. C., Chicago, San Francisco, Los Angeles, Seattle.

MEXICO CITY *via Panama Canal*

From any point by rail to New York; GRACE Line through Panama Canal, visiting en route Colombia, Panama, El Salvador, Guatemala, to Mazatlan, Mexico; American Pullmans to Guadalajara, Mexico City, Laredo and home. Or by rail to Laredo, Mexico City, Guadalajara and Mazatlan, thence a new GRACE "Santa" to New York and home by rail.



WYNN RICHARDS

ON THE PLAZA • NEW YORK
**BERGDORF
GOODMAN**
FIFTH AVENUE AT 58TH STREET



Cloud-pink lace swagger over brown dress of crepe Margot—the new idea for twilight dining. The slippers have no heels at all—they're our exclusive new "Glides".

Henri Bendel INC. —
10 WEST 57TH STREET—NEW YORK



FORBATH & REJANE

Sprigged muslin—shadowy hat—quaint knit gloves—
bag and jewels important but unobtrusive. The
Bendel idea of Summer charm—and its accessories.



BOUCHARD

Crispness of pressed rose leaves. Romantic as their memories. Dotted Swiss in the odd blue of forget-me-nots for serene charm, or Spanish red for drama. The flaring hem is stiffened with horsehair. The wide flat bow in front and the back edging are neither lace nor embroidery, but a new compromise. Beneath there is a silk slip slim as a sheath. \$49.75

JOHN WANAMAKER

In Both Stores — NEW YORK AND PHILADELPHIA

Enduring

Send for illustrated price folder of 15 Leading Sterling Patterns . . . a wide range of both style and price; but each pattern is constant to the high standard of quality peculiar to the WALLACE Silversmiths. Address WALLACE PARK, WALLINGFORD, CONN.



Each WALLACE Sterling Silver design denotes an individual triumph, a distinctive achievement based on true standards of beauty and artistic value... designs which embody the enduring qualities of intrinsic worth and grace of line.

WALLACE *Silversmiths Founded 1835*



Quilting . . . piquant contrast of stiffened accents to the new sheer Ranhee Crepe by Celanese with a pin point Jacquard weave. (Left) Quilting forms a novel halter back for the moulded evening dress, and the cape that flares sharply from the shoulders. White, powder blue, peach or Imperial yellow. 12 to 18, 39.75

(Right) Quilting outlines the young, slenderizing décolletage of the dress, and reappears as Regency Dandy revers on the jacket. White with absinthe chiffon scarf, powder with Suzanne blue, peach with purple, or yellow with butter orange.

12 to 18, 29.75 Evening Shop, Third Floor

Lord & Taylor

Fifth Avenue, New York



The Mode . . . brings white to the fore in a graceful T-strap model. Perforated for coolness' sake, stitched for a smart finish, this fine Kidskin shoe features a Continental Heel. Also available in Black, Blue, Brown. This summertime model is a smart example of the style-with-comfort that is exclusive with every shoe created by . . . **Matrix**

"Your footprint in leather" is an important feature of every Matrix Shoe. This patented sole molds your shoe to your foot, matching shoe-lines with foot-lines to perfection. And so contributes to inward comfort as it accents the out-



ward trimness of your shoes . . . a double magic exclusive with Matrix. A variety of attractive styles at \$9.00 and upward. E. P. Reed & Company, Rochester, New York. Matrix Style Studio, 47 West Thirty-fourth Street, New York, N. Y.

CREATED  BY REED

Hattie Carnegie

MRS. WILLIAM PALEY

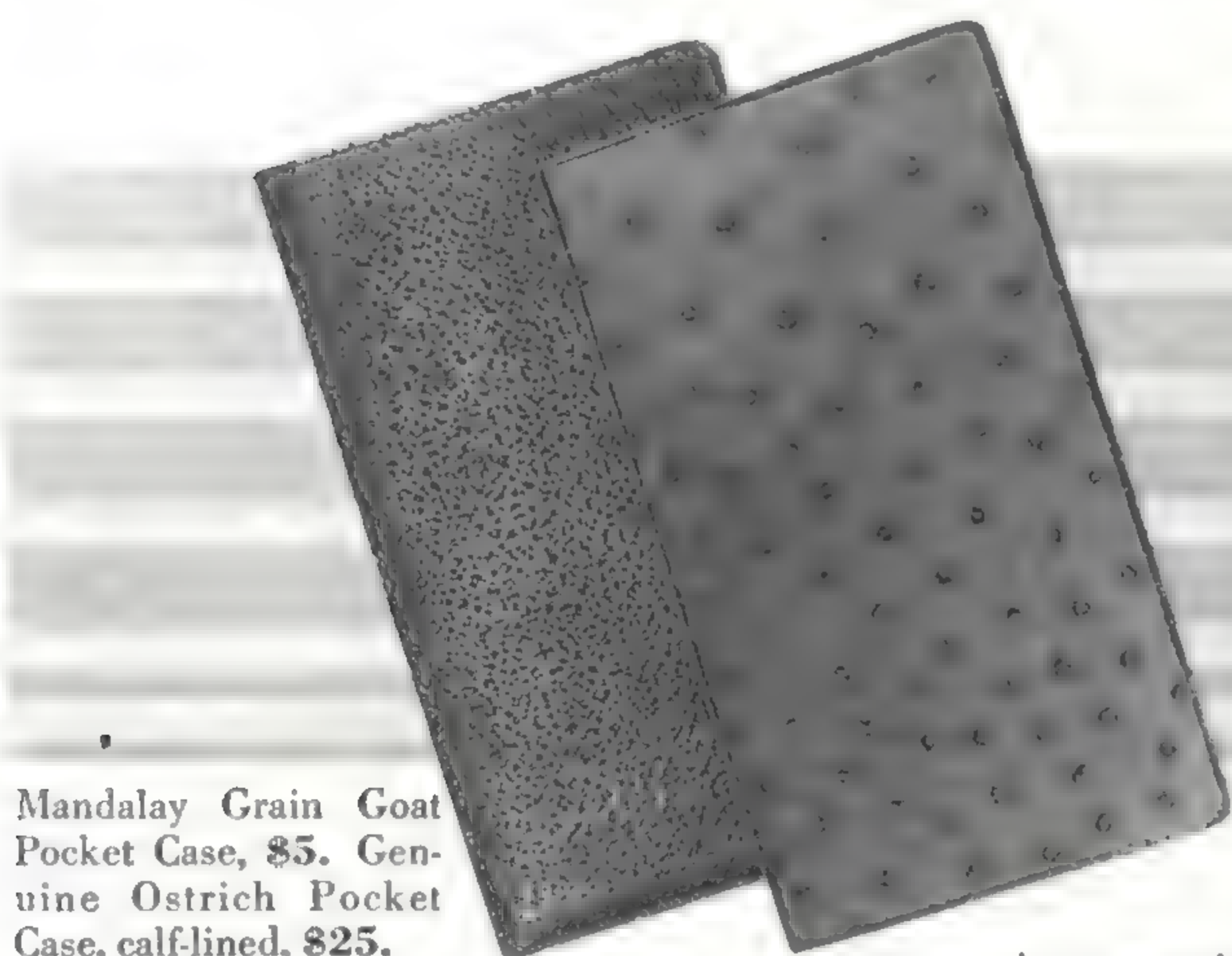


NORMAN KENNEDY



Gift Occasions

that hold no terrors for those who join the Legion of "Buxtoneers"



Mandalay Grain Goat Pocket Case, \$5. Genuine Ostrich Pocket Case, calf-lined, \$25.

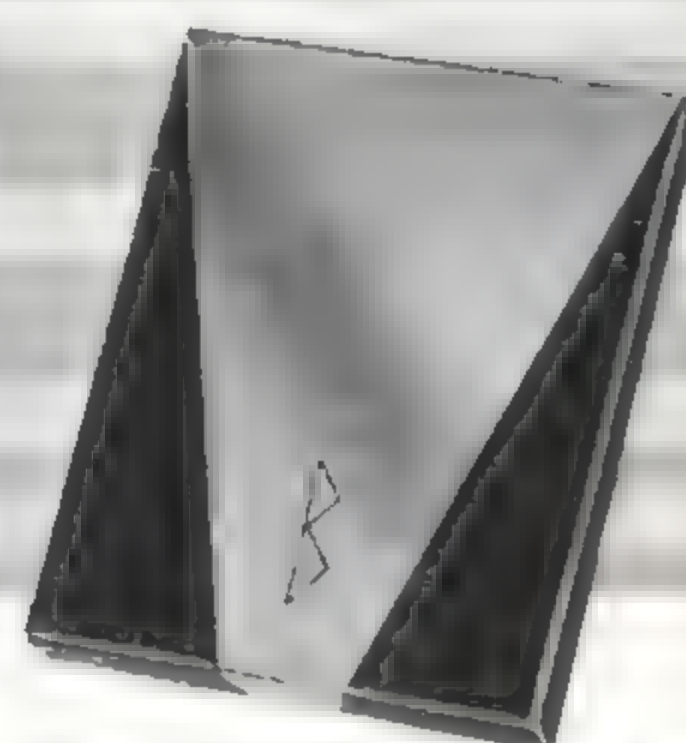
(Reading down) Imported Pin Morocco Stitchless Billfold, \$5. Inlay of Genuine Ostrich, \$5. Sturdy Silk Grain Cowhide, \$1.50.

Ascot

Ascot earns its "high hat" as the best looking Pocket Case in town. Practical, too. Plenty of roomy compartments... distinctive new cutaway design for easy "filing" of papers. Wafer-thin, it won't bulge. In a variety of fine leathers... of precision construction.



Genuine Alligator Pocket Case, \$15. British-finished edges.



The distinctive brown and copper Buxton box "dresses up" your gift.

Stitchless Billfold and Key-Tainer in an always-welcome Gift Set. India Goat, \$5. Other duos and trios from \$2 to \$50.

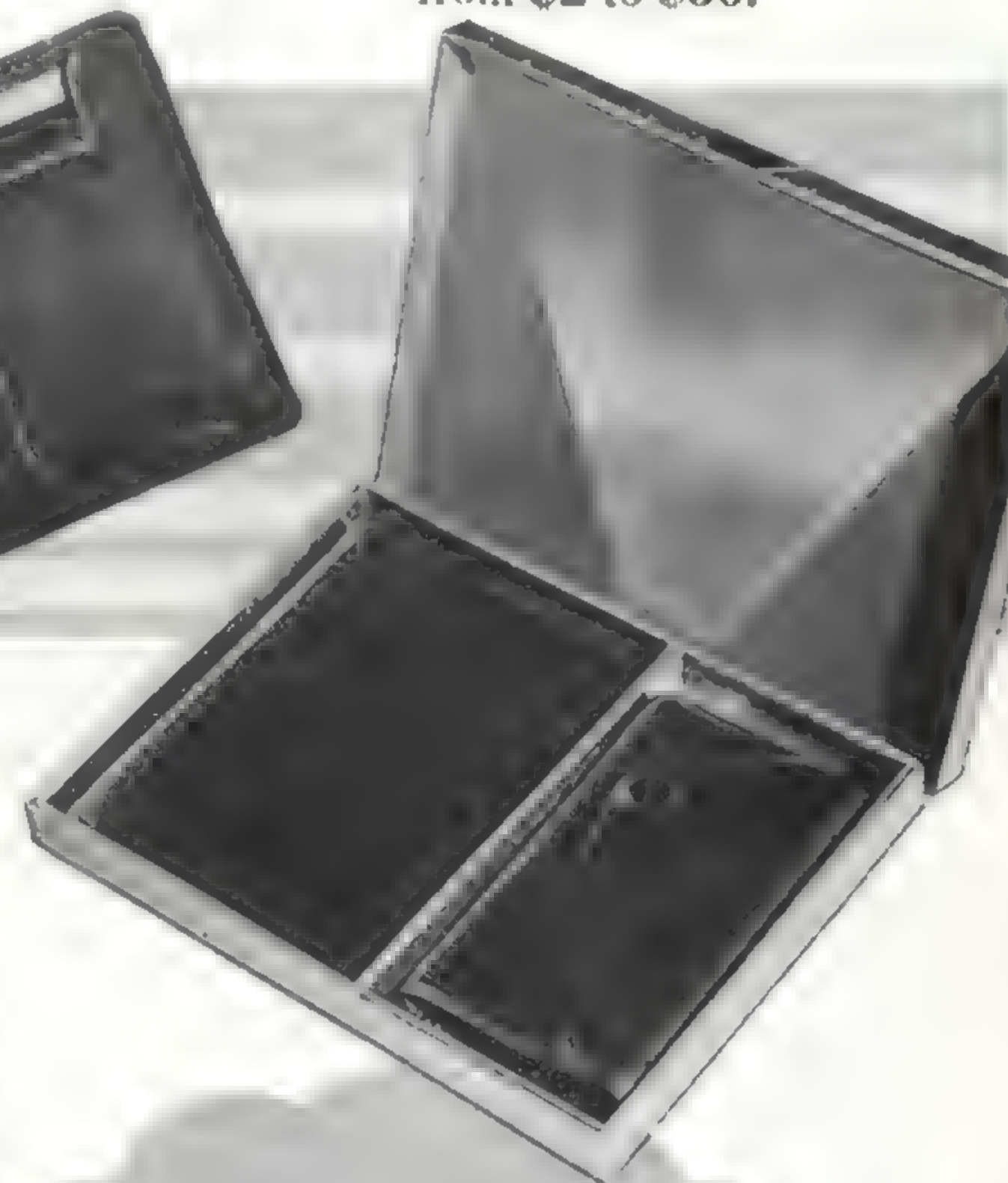


(upper right)

Ascot Billfold in the smart cutaway design to match Pocket Case. This stunning ensemble comes in a wide variety of exquisite leathers. Billfolds begin at \$2.50.

No Stitches To Rip!

That's why the Stitchless Billfold shown above wears longer, looks neater, and expands to accommodate its load. Just one piece of leather ingeniously interlocked. The many roomy compartments provide a "place for everything." Above—Pin Morocco Billfold, \$5.



Locked by a Loop!



Loops

Mandalay Goat, 4 loops, \$1. English Morocco, 6 loops, \$2.50. Mandalay Goat, 8 loops, \$2. Smooth Cowhide, 2 loops, 50¢.

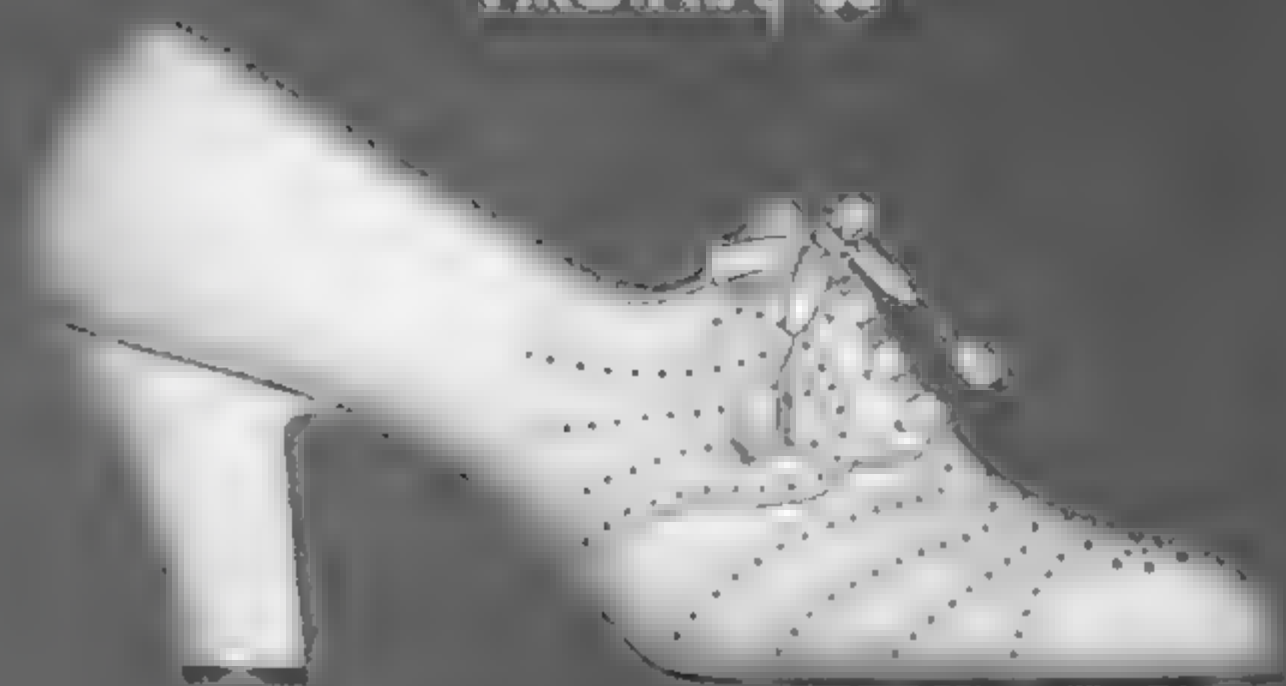
Loops, locked into the Key-Tainer, keep your keys safe. No uncertain hooks... no bulging or lumpiness. Flat and neat. Opens with flick of thumb.

Auto Keys and credentials together in handy Auto Key-Tainer. A real boon to anyone who drives a car. Double-vision window holds two license cards.



Buxton, Inc.
Springfield, Mass.

VIRGINIA, \$6



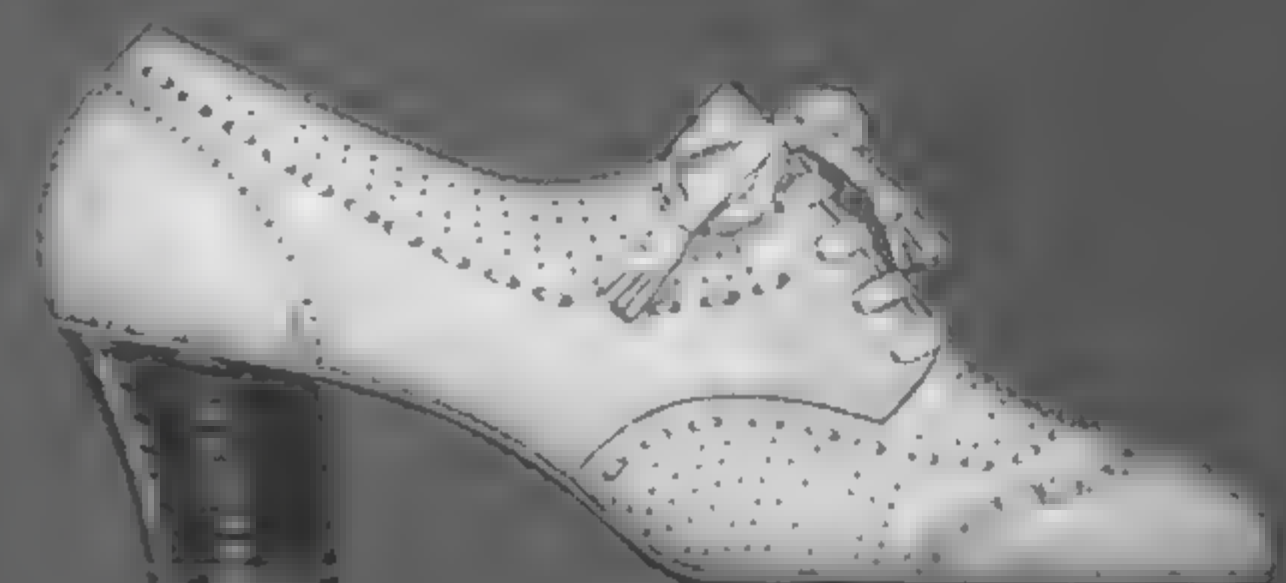
Dressy daytime oxford with smart perforations. 1 to 10; AAAA to C.

ARLENE, \$6



Streamline pump with decoration of lighter stitching. 4 to 9; AAAA to C.

MAYFAIR, \$5



Classic sports oxford in soft rough leather. Also white with brown lacing. 2½ to 10; AAAA to C.

HAYANA, \$5



Tongueless Sports Oxford. Also with brown trim. 2½ to 10; AAAA to D.

CORRINE, \$6



Semi-dressy oxford, stitched and perforated. 2½ to 10; AAAA to EEE.

DIANE, \$6



Dressy T-strap with lacy lattice punchings. Sizes 4 to 9; AAA to C.

CYNTHIA, \$6



Ventilated oxford with all-over lattice punchings in a feminine lacy design. 2½ to 10; AAAA to D.



JESSICA, \$5

Cool tongueless oxford, stitched and punched. 2½ to 10; AAA to D.

AMERICA'S SMARTEST WALKING SHOES GO PLACES COMFORTABLY

FASHION-RIGHT WHITE GOES PLACES COMFORTABLY



White shoes with white costumes! It's a fashion rule. And here's your white shoe wardrobe . . . for sports, street and dressier daytime. Every shoe brims over with smart and new details. Every one can be put right on and walked in, for perfect comfort is a part of every Enna Jettick design. Correct fit does the trick . . . and your Enna Jettick dealer is an expert in the special Enna Jettick fitting method. Ask him for these shoes . . . and for other new Enna Jetticks.

ENNA
JETTICK



1001 *London* NIGHTS

LONDON in spring—and in season! You recall, perhaps, those soft enchanted evenings . . . the constellations of starry little beacons pricking the dusk with their electric promise of excitement . . . the impatient snarl of giant motors penned in the Mall before the urbane gesture of a white-gloved bobby. . . . The rising tide of sound at the Blue Train as theater-going time approaches . . . and even the amusingly seraphic rows of feathers parked in the Savoy dressing-room after a court reception, once seen, are never to be forgotten. . . .

Through a thousand such evenings, "Fragrance," Yardley's new formal perfume, has woven its haunting brilliance. . . .

Its thousand and first may be in America—for you!

Sparkling and heady with its seasons of London triumphs, "Fragrance" now asks but your discovery and approval—

And we've matched it with a powder that has its own Mayfair magic! Until you've tried both of them, we think you'll not guess how poignantly individual and arresting may be your perfume. Or how subtly the powder of a great perfumer can add radiance and lasting beauty to your complexion, as it echoes your perfume's charm.

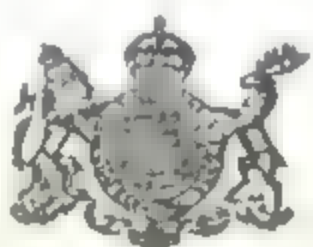
Seek them out at any good shop nearby you that specializes in fine cosmetics—and experiment for yourself with the glamour of London's bright nights. We think you'll be so fascinated you'll want the bath salts, dusting powder, talc and compact that come in "Fragrance" to create for yourself a complete Mayfair toilet, too!

Yardley & Company, Ltd., 620 Fifth Avenue (Rockefeller Center), New York; 33, Old Bond Street, London; Paris, Toronto, Sydney.



"FRAGRANCE," the perfume, in the large \$8.25 size. Smaller sizes are \$1.10, \$2.20, and \$4. The face powder, "Fragrance," \$1.10 in English Peach, with a subtle glow and five other exquisite shades. Other "Fragrance" things not shown: bath salts, \$1.10; talc, \$1.10; dusting powder, \$1.65; compact, \$1.10. All on sale in finer stores.

BY APPOINTMENT
TO HER MAJESTY



THE QUEEN
OF ENGLAND



The Dress of the Month



"Daisy". . . 17.95

Frost white daisies scattered on Capri blue—rose dawn—cool apricot or lime green grounds. This is the heavenly Parklane Crepe woven of pure DuPont Rayon—cool to the touch and dull in lustre. Cut to be cool and launder with ease. And because shirring is such a bright new fashion—shirred shoulders—shirred pockets. In sizes 12 to 20.

Over 400 shops are showing this Daisy summer classic. If you don't find it in your favorite shop, write KANE-WEILL, Inc., 498 Seventh Avenue, New York City

PARKLANE CREPE IN

Du Pont Rayon



ALTMAN mobilizes for Washability

with IVORY FLAKES TESTS

1. Altman wishes you a washable summer! (All over the store, you'll find new washables!)
2. Now, each and every Altman washable has its exclusive new "tub-tag." (Tags give you full washing directions.)
3. WASHABLE IF IVORY FLAKES INSTRUCTIONS are followed. (Fabrics have been tested in IVORY FLAKES LABORATORY.)

Remember your troubles? In past seasons, you've had jitters over what was and what wasn't washable. Salespeople couldn't always give you the answer, because often they didn't know! Now the "tub-tag" tells you.

Now, these dangers are defeated! B. Altman & Co. and the makers of Ivory Flakes give you what you want. Complete wardrobes of silks, cottons, linens and synthetic fabrics. And full instructions on "tub-tags" how to wash each fabric with Ivory Flakes, the pure fine-fabrics soap.

Each washable fabric is Ivory Flakes tested! No guesswork. Each washable fabric went to the Procter & Gamble laboratory in Cincinnati and was tested with Ivory Flakes. Six washings with this gentle pure soap gave the fabric "washability honors." Then, the clothes made of these fabrics are identified with Altman's exclusive "tub-tags."

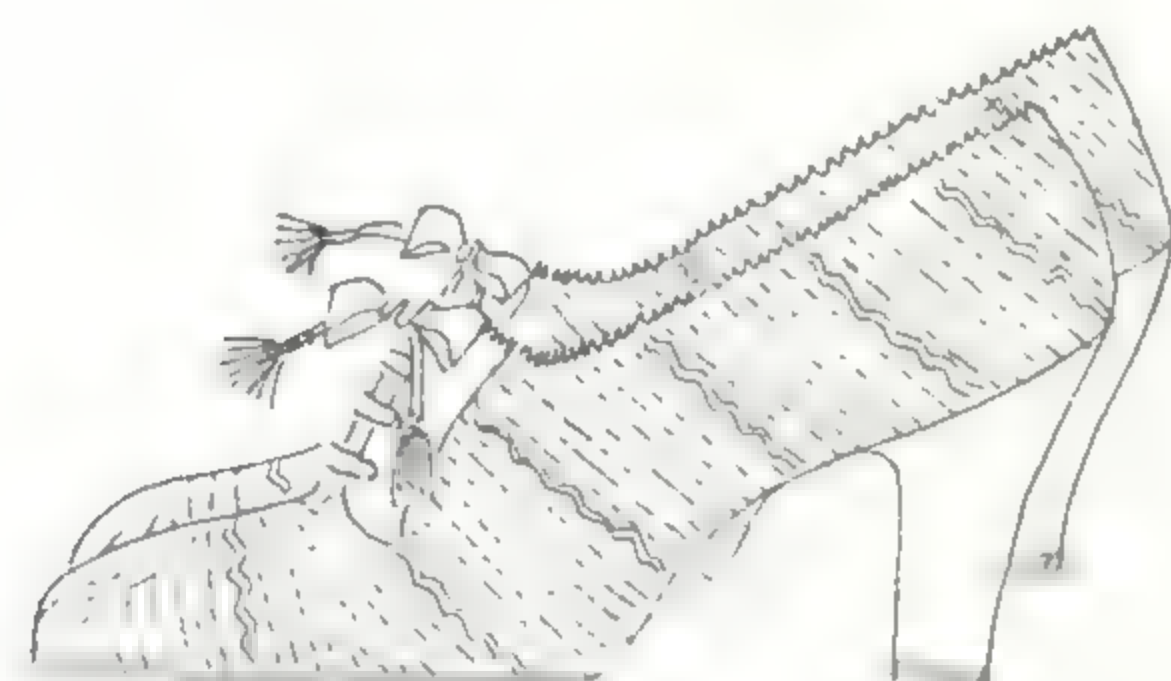
Washable if you follow Ivory Flakes instructions. Naturally, washability satisfaction holds good only if you follow "tub-tag" directions and use Ivory Flakes—the pure soap chosen as safest for colors and textures.

Clothes featured will be women's daytime and evening dresses, suits and coats, children's apparel, some accessories and some furnishings for men.



● (above) White linen Ivory-washable tennis dress, red cotton handkerchief revers 10.95

● (right) Pique play-suit with low back and contrasting bands . . . sizes 7 to 14 1.95



● (left) Stitched kid oxford with scuffless heel, cleanable with Ivory . . . 12.50

● (left) Durene string glove in a shell-knit pattern 1.00

● (left) White-ground all-silk print, pleated skirt and sleeves, grosgrain belt. Ivory-tested 17.95

● (right) Ivory-tested! Imported Rodier Linen with hand drawnwork, and self-fringe, and big colored metal clips 45.00

this is the "tub-tag" on every Altman washable.

washable if—you follow Ivory Flakes directions.

● (left) All-silk jacket dress, in white, with royal blue belt and scarf 19.95

● (right) Party dress of imported matelassé organdie, net yoke and drop shoulder, sizes 7 to 14 16.75

● (above) Linen slip-cover handbag, white with pastel or dark linings . . 2.95

● (right) Ivory-tubbable evening gown in seer-sucker print, with fichu top, ruffles, flowers, and gros-grain ribbons . . 12.95

IVORY FLAKES

for Safe washing of fine things

B. ALTMAN & CO.

MORE FLAKES IN THE BIG BLUE BOX
99 44/100 0/0 PURE

Fifth Avenue, New York
East Orange • White Plains



JUST LIKE YOUR OWN SKIN

.....knitted all in one piece

GEISTEX

SWIM SUITS

with new Sta-Flat ribbing at
waist and thigh

MADE WITH

Lastex
REG. U. S. PAT. OFF.



An exciting new departure in beach fashions, this delicate but effective ribbed effect you see at waist and thigh. Result, you're fetchingly flat and smoothly slim all over, beyond your fondest hopes. A Geistex Swim Suit amazes you in point of fit, comfort and freedom. All-wool, of fine French spun zephyr and "Lastex" yarn throughout, it wears a distinctly hand-knit look. All this is made possible by "Lastex," The Miracle Yarn that makes any knitted or woven material stretch as desired, that is so extensively used in all types of apparel for men, women and children. You'll find Geistex Swim Suits at leading stores this season, in white, sunglint, brown, navy blue, nomad green, turquoise, Chinese coral and polo blue. "Lastex" beach clogs shown are from J. Mackey & Son—"Lastex," 1790 Broadway, New York City.

.....THE MIRACLE YARN THAT MAKES THINGS FIT



LIPSTICK
BY
GUERLAIN



The New, Glamorous Miller Aerator Suit

• The very spirit of youth has been caught in these newest, dependably durable rubber swim creations by Miller. Their lightness is unbelievable . . . only thirteen ounces of buoyant-like rubber that molds the figure like a luxurious girdle, imparting grace and wispy slenderness. The brassiere is cleverly designed to uplift the bust and accentuate natural loveliness.

Porous in appearance, the outside surface of the Aerator has the beauty of smart rough crepe fabric;

the inside is satin-smooth, delightfully comfortable. Exquisite styling in a generous range of stunning colors. Four sizes, including junior misses. Caps and shoes to match, if desired.

"The Aerator" and the other smart Miller bathing wear will dominate the fashionable beaches this summer. See them now at your favorite department store or specialty shop. They're adorable! MILLER RUBBER COMPANY, INC., AKRON, OHIO

Miller Bathing Wear for 1935

At the following stores:

- AKRON, OHIO
The M. O'Neil Co.
- ALBANY, N. Y.
Cotrell & Leonard
- ATLANTA, GA.
J. P. Allen & Co.
- BALTIMORE, MD.
Hochschild Kohn & Co.
- BIRMINGHAM, ALA.
Burger-Phillips Co.
- BOSTON, MASS.
R. H. Stearns Co.
- BUFFALO, N. Y.
Flint & Kent
- CHATTANOOGA, TENN.
Grace's
- CHICAGO, ILL.
Marshall Field & Co.
- CINCINNATI, OHIO
The Lawton Co.
- DALLAS, TEX.
Neiman-Marcus Co.
- DENVER, COLO.
The Neusteter Co.
- DETROIT, MICH.
The J. L. Hudson Co.
- FORT WORTH, TEX.
Schermerhorn Co.
- HARTFORD, CONN.
G. Fox & Co.
- INDIANAPOLIS, IND.
Wm. H. Block Co.
- KANSAS CITY, MO.
Woolf Bros. Inc.
- KNOXVILLE, TENN.
Anderson, Dulin Varnell Co.
- LEXINGTON, KY.
Embry & Co. Inc.
- LITTLE ROCK, ARK.
M. M. Cohn
- MIAMI, FLA.
Burdine's, Inc.
- MILWAUKEE, WIS.
T. A. Chapman
- MINNEAPOLIS, MINN.
E. E. Atkinson & Co.
- NASHVILLE, TENN.
Grace's
- NEW ORLEANS, LA.
Gus Mayer Co., Ltd.
- NORFOLK, VA.
Smith & Welton
- OKLAHOMA CITY, OKLA.
Kerr Dry Goods Co.
- OMAHA, NEB.
J. L. Brandeis & Sons
- PETOSKEY, MICH.
The J. M. Rinehertz Shop
- PITTSBURGH, PA.
Kaufmann's
- PORTLAND, MAINE
J. E. Palmer Co.
- PORTLAND, ORE.
Meier & Frank Co.
- PROVIDENCE, R. I.
Gladding's, Inc.
- RICHMOND, VA.
Miller & Rhoades, Inc.
- SACRAMENTO, CAL.
Bon Marche
- ST. LOUIS, MO.
Scruggs-Vandervoort-
Barney D. G. Co.
- ST. PAUL, MINN.
Field Schljck, Inc.
- SALT LAKE CITY, UTAH
Arthur Frank
- SAN ANTONIO, TEX.
Wolf & Marx Co.
- SAN FRANCISCO, CAL.
Roos Bros. Inc.
- SEATTLE, WASH.
Best's Apparel, Inc.
- SPOKANE, WASH.
The Crescent
- SPRINGFIELD, MASS.
Forbes & Wallace Inc.
- SYRACUSE, N. Y.
Flah & Co.
- TOPEKA, KAN.
The Crosby Co.
- WASHINGTON, D. C.
Woodward & Lothrop
- WICHITA, KAN.
Woolf Bros.
- HONOLULU, T. H.
M. McInerny, Ltd.



Presenting... THE "FREE ACTION SLEEVE" GOLF FROCK IN CELANESE*

DESIGN DIRECTED

BY

Helen Hicks

● "My four 'Free Action Sleeve' golf frocks allow perfect rhythm in action" says Helen Hicks. "There is nothing about them to 'get in the way' when you want to concentrate on your stroke—no tricks, just clean, trim, workmanlike lines. The patented 'Free Action' sleeve allows your arms to swing freely without interference. And the Celanese Fabrics are cool and good-looking—all a golf frock could ask."

*Trade Mark Reg. U. S. Pat. Off.



BRITTANY
FINE LOOMED
CAMELS HAIR

... Don't compromise with quality when you buy a camel's hair coat. Get the lush richness that is possible only in the finest weaves. If nothing is too good for you, and you want a sports coat that grows lovelier with age, ask for a coat in Brittany fine-loomed Camel's Hair.

*At the foremost shops everywhere,
or write directly to*

HENRY FRIEDRICKS & CO., INC.
205 West 39th Street, New York



SPACE for a whirl. The beautiful Mayfair Lounge will accommodate the entire passenger membership. Plenty of room for dancing.



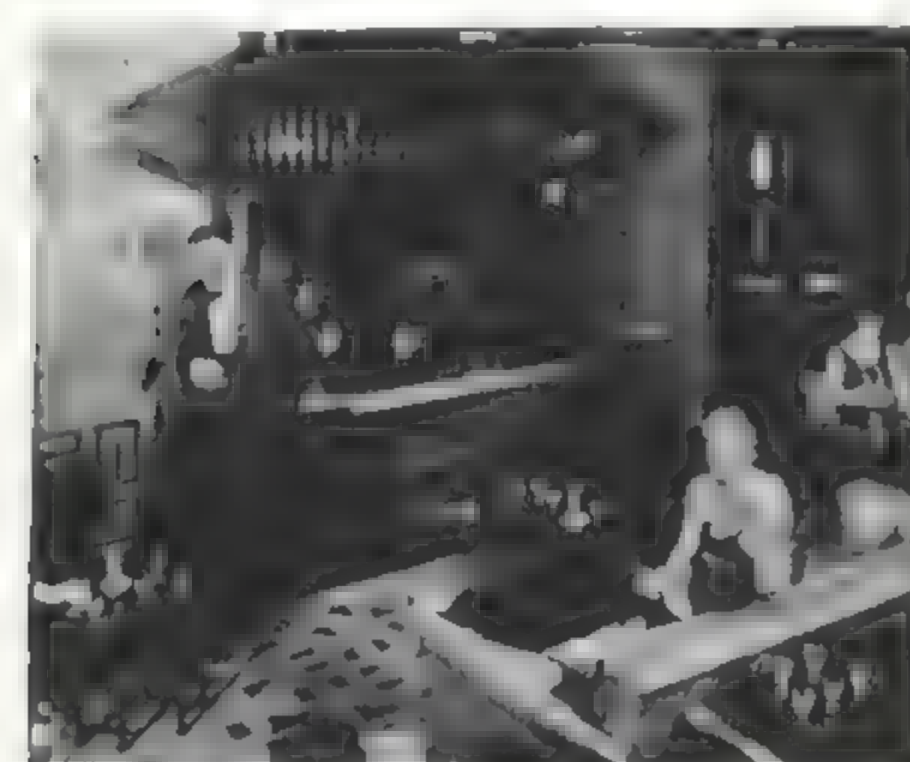
SPACE for a dinner party. The splendid Jacques Cartier dining saloon... and two special dining-rooms for private parties.



SPACE for recreation. A sports deck half the length of the ship. A full-size tennis court, squash court, swimming pool.



SPACE to take it easy... fore, aft, and amidships. 26,000 square feet of wide, glass-enclosed lounge deck. An entire sun deck!



SPACE where the crowd gathers. The Cathay Lounge for cards... cocktails in the Knickerbocker Bar... the Empress Room.



SPACE in your own apartment. Full-size beds and roomy wardrobes. Typical apartments are 27 feet long. 70% have private baths.

Empress of Britain to Europe

*From Québec June 15, 29; July 12; Aug. 3, 17, 31;
Sept. 14, 28... to Cherbourg and Southampton.
Winter Cruises from New York: Round-the-World Jan. 9,
Christmas and New Year's Cruises to West Indies.*



MORE SPACE

per First Class Passenger

than any other ship afloat

Freedom to move about... dining and dancing, loafing or playing, with your friends or by yourself.

Doesn't that promise more luxury in travel? Go *Empress* from Québec... reach Cherbourg and Southampton in 5 days. First, Tourist, and Third Class. Book through YOUR OWN AGENT or Canadian Pacific:

New York, Chicago, San Francisco, Washington, Montreal, 32 other cities in U. S. and Canada.

Canadian Pacific

CALIFORNIA

Arrowhead Springs

Arrowhead Springs Hotel. All sports. Reasonable rates. New health rewards your visit in this restful, charming, modern Spa.

Yosemite National Park

The Ahwahnee. No California visit is complete without Yosemite—and the colorful Ahwahnee. Open all year. American Plan. \$10 to \$12.

COLORADO

Brook Forest

Brook Forest Inn. A Swiss Chalet at 8,000 feet altitude. Saddle horses and tennis. Excellent food. Write for folder. Edwin F. Welz, owner.

Colorado Springs

The Broadmoor. At the foot of Pike's Peak. The aristocrat of Resort Hotels. Fireproof. Open all year. Golf, swimming, skeet, polo, horseback riding.

Denver

Brown Palace Hotel. Your "gateway stop" to the Rockies. A resourceful hotel . . . in comfort, cuisine, amusements, and dependable travel data.

Parshall

Buckhorn Lodge. Ranch in heart of Rockies on Colo. River. Excellent cuisine. Exclusive clientele. Fishing, riding, outdoor sports, American Plan.

CONNECTICUT

Lakeville

Wake Robin Inn. Comfort and peace without boredom. Ideal climate (800 ft. elev.). Superb golf on Hotchkiss School course, tennis, bathing, boating.

Old Lyme

Boxwood Manor Inn. The delight of flower lovers. Quiet comfort. Golf, saddle horses, ocean bathing. A long pleasant Summer, May 15th to October 15th.

DISTRICT OF COLUMBIA

Washington

Annapolis Hotel. 400 outside rooms, 400 baths. Close to shopping district and Government Bldgs. From \$2.50 single; \$4. double. H. H. Cummings, Mgr.

The Raleigh Hotel. New management. Across Pennsylvania Ave. from new Government Buildings. All rooms with tub & shower. \$3. one, \$5.-\$8. two. E. P.

MAINE

Belgrade Lakes

The Belgrade. A distinctive, modern hotel. Select clientele. Music. Elevator. Indulge your hobby here—whether Golf, Fishing, Bathing, Motoring.

Gerard

Spencer Lake Camps. The ideal vacation. Individual cabins. Meals in general dining room. Our own dairy, gardens, henneries. Excellent fishing. Booklet.

Ogunquit

Sparhawk Hall. At the salt water's edge. Surf bathing. Golf, tennis, fishing, saddle horses. Orchestra. Sprinkler system. Elevator. June 29-Sept. 10.

Portland

Ye Longfellow Inn. 130 Eastern Promenade. Overlooking Casco Bay. Free golf at Riverside Golf Course, 18 holes. Tennis & bathing 3 minutes walk.

Prout's Neck

The Willows. Distinctive seashore resort. Friendly hospitality, splendid meals. Rates reasonable. Climate ideal. Golf, tennis, yachting, bathing.

York Harbor

The Marshall House. Right on the ocean at York Harbor. A beautiful setting for a perfect vacation. All sports. Emerson House and cottages. Booklet.

MASSACHUSETTS

Beach Bluff, Swampscott

Hotel Preston. On the ocean front of the famous North Shore. Cool. Select. Private Bathing Beach. Golf. Grinnell Sprinklers. American Plan.

The Berkshires

Ideal for your vacation. Golf, boating, tennis and all sports. For information and booklet write: Berkshire Hills Innkeepers Association, Dalton, Mass.

The Berkshires—Great Barrington

The Berkshire Inn. In connection with Olde Egremont Tavern, South Egremont. Golf, riding, swimming. Trails over 3000 acres. Bklt. Hugh Smiley.

The Berkshires—Greenfield

The Weldon. "The Beautiful Home Hotel." Fireproof. 200 rooms. \$2 up. European. Refined atmosphere. Golf. Picture booklet. J. Tennyson Seller, Mgr.

The Berkshires—Pittsfield

Hotel Wendell. Accommodates 650. Fireproof; modern. Single rooms without bath \$2.00 up; bath, \$3.00 up. Golf nearby. N. A. Campbell, Manager.

The Berkshires—Williamstown

The Greylock. 165 rooms. Electric elevator. \$6, a day up American Plan. May to November. Excellent 18-hole Golf course. Tennis, riding. Booklet.

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Commander Hotel, Cambridge. Across the Common from Harvard. Colonial atmosphere amid historic surroundings. Excellent meals. Moderate prices.

Hotel Puritan. Distinctive, residential, homelike atmosphere. Restaurant on roof. On beautiful Commonwealth Ave.; easily accessible. Rates \$3.50 up.

Cape Cod—Falmouth Heights

Terrace Gables and Cottages. Ideally located on a bluff overlooking Vineyard Sound. Sandy beach, warm bathing. Fishing, sailing, tennis, many golf courses.

Cape Cod—West Harwich

The Belmont. A friendly seashore hotel located between the pines and its own private beach on the famous South Shore of Cape Cod. Booklet.

Travelog

GREAT SOUTH BAY

Out on Long Island, at Great River (the Timber Point Club, to be exact), a polo team has been organized. In the Golf department, the famous course is becoming active again, with the Long Island Team Championships scheduled for June 23. On June 19, regular Wednesday afternoon yacht races will begin for this season, to be raced for a trophy presented by Mr. G. Elliott Morrison, manager of both the Timber Point Club and the Hotel Cedar-shore, a short distance away.

GARDEN HOLIDAY

During the Mountain Laurel season at Lake Mohonk, New York, from June 7 to 24, an attractive program is being arranged for the benefit of

various garden club groups. Over a period of many years, there has been developed at Mohonk an unusually lovely Old-Fashioned Garden of about twenty acres, which these groups will be privileged to study and enjoy. A valuable collection of books on this and kindred subjects will be available, and walks about the grounds will be conducted for each group of garden-lovers. Wild-flowers, also, including Mountain Laurel and Azalea, may be found within a short distance of the garden.

JUST TO KEEP POSTED

POUGHKEEPSIE REGATTA: Tuesday, June 18. Freshman race, 4 P. M.; Jayvee race, 5 P. M.; Varsity race, 6 P. M. (Columbia, Pennsylvania, Syracuse, Cornell, Washington, California and Navy.)

NEW HAMPSHIRE—Cont.

White Mountains—Franconia—Cont.

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Holderness Inn & Lodge. Overlooking Squam Lakes. Estate of 150 acres. May 30 to Oct. 15. Water sports & other amusements. Write for folder C.

White Mountains—Jackson

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White Mountains—Jefferson

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White Mountains—North Conway

Hotel Randall. Swimming, dancing, saddle horses, brook and lake fishing. Golf course now ready. Elevator. Christian clientele. Opens June 14.

White Mountains—Pike

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White Mountains—Sugar Hill

Hotel Lookoff. "The House with the View". Highest hotel location in the White Mountains. Golf, free to guests. Restricted clientele.

White Mountains—Waterville Valley

Waterville Inn and Cottages. Old established Inn. Beautiful White Mt. location. Golf, tennis, brook fishing, swimming. Fifty miles of trails. Open all year.

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The Hotel Monterey. Directly on the ocean. 350 rooms. American & European Plans, moderate rates. B. Alexander Wall and Stanton U. Kohler, Managers.

Spring Lake Beach

The Warren. "On the Ocean". Exceptional location. Surf bathing. All sports. Fishing pier. Delightful walks & drives. Value rates attract the thrifty.

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Hotel Barclay. 111 E. 48th St. Delightful Colonial atmosphere. Near the smart shops, theatres, uptown business district, and Grand Central Station.

NEW YORK—Cont.

New York City—Cont.

Hotel Parkside. 20th St. and Irving Place. In convenient Gramercy Park. Solariums, roof terraces, excellent restaurant. \$2 per day—\$10 per week.

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Basin Harbor Lodge. Golf, sailing, tennis, fishing. Select clientele. \$35. week. Am. Plan; June and Sept. \$25. Bklt. Folder. N. Y. phone CH. 4-4453.

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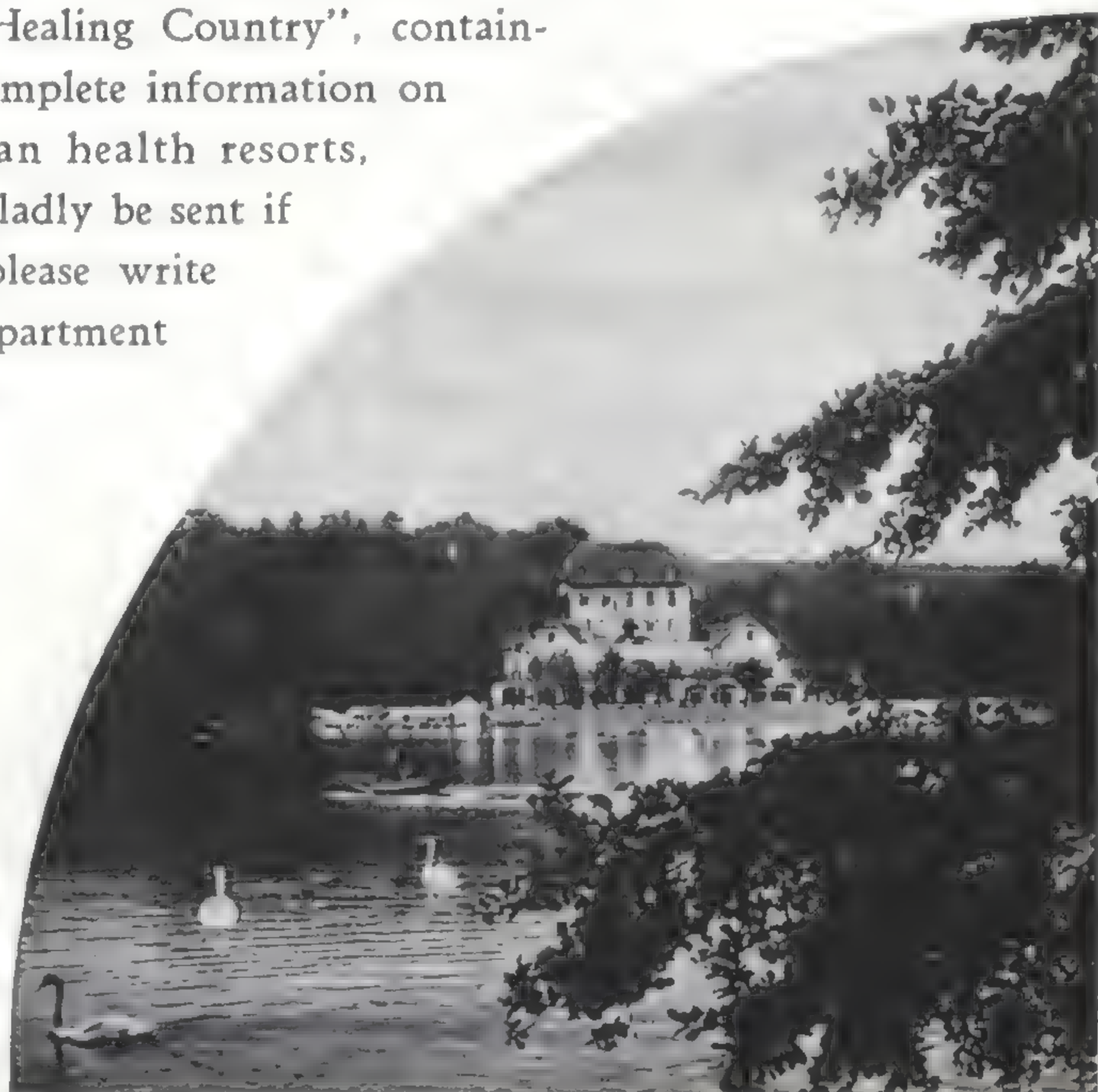
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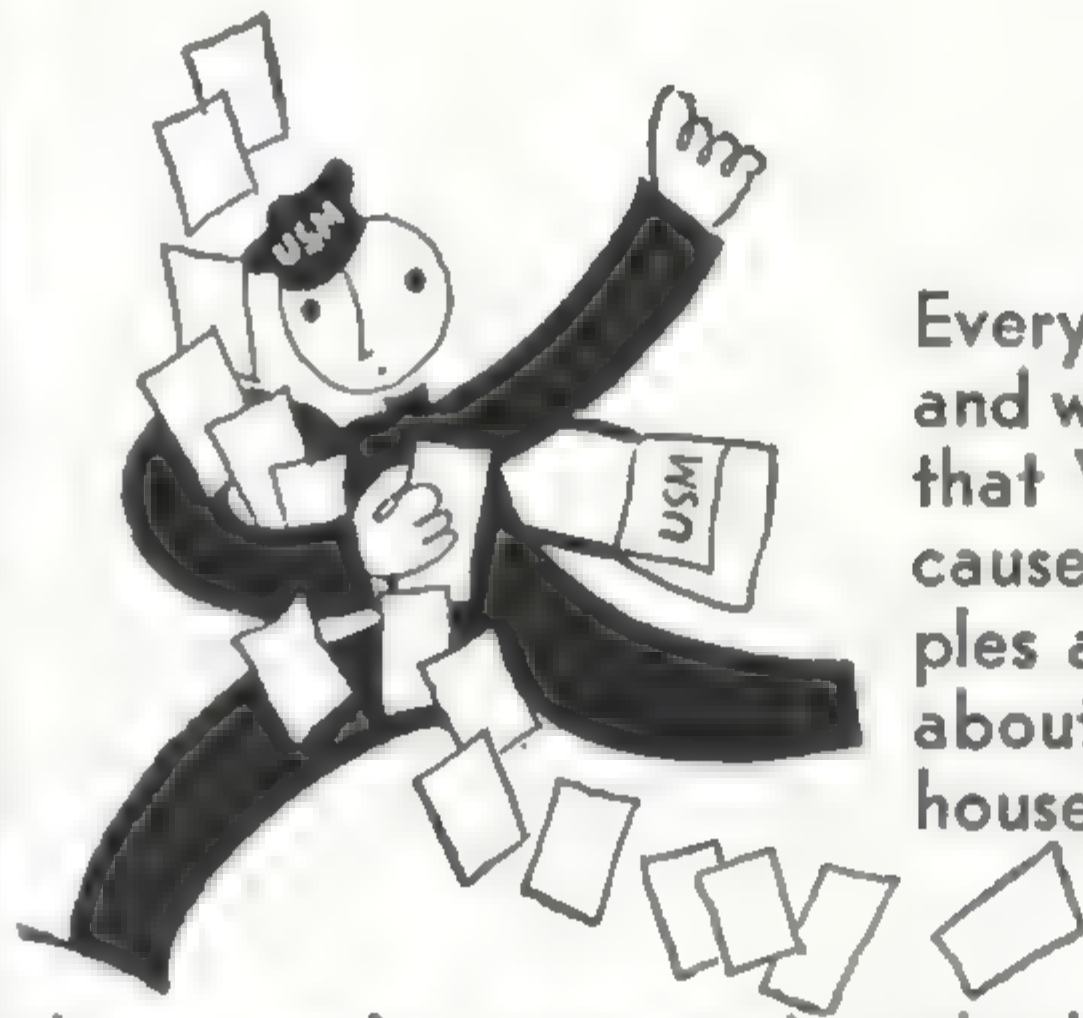
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Every woman who is interested in beauty—and what woman isn't!—will be glad to know that Vogue dedicates these columns to the cause of beauty. Newest booklets and samples are described, to help you learn more about the products of these leading beauty houses. Clip the coupon, list the numbers of the booklets or samples you want (where a remittance is indicated, please send it in stamps); and address the coupon to VOGUE READER SERVICE BUREAU, VOGUE, GREENWICH, CONN.

285. ELIZABETH ARDEN. "Beauty for the Busy Woman" is the name of a helpful little book that describes, simply, treatments that a busy woman can give herself at home, and discusses the correct way to apply make-up. You may have a copy free. ELIZABETH ARDEN, 691 FIFTH AVENUE, NEW YORK.

286. TANGEE. You may have a Miracle Make-up Set, containing generous samples of powder, lipstick, rouge, and new creme rouge. Ten cents, to cover mailing. THE GEORGE W. LUFT COMPANY, 417 FIFTH AVENUE, NEW YORK.

287. KURLASH. "Fascinating Eyes and How to Have Them" is a free, illustrated booklet describing Kurlash preparations, with directions for effective eye make-up. THE KURLASH COMPANY, 77 SOUTH AVENUE, ROCHESTER, N. Y.

288. HARRIET HUBBARD AYER's "Beauty Under Twenty" gives treatments for hair, skin, and hands—with do's and don't's for an attractive appearance. Copy on request. HARRIET HUBBARD AYER, 323 EAST THIRTY-FOURTH STREET, NEW YORK.

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290. MARIE EARLE. "Understanding Your Skin" explains how to use Marie Earle beauty preparations and contains a chart for correct make-up for individual face types. Free. MARIE EARLE, 711 FIFTH AVENUE, NEW YORK.

291. DOROTHY GRAY. "Your Lovely Skin" is a new booklet of rules for giving yourself the 1-2-3 Salon Facial and Make-up and suggests corrective treatments for skin faults. DOROTHY GRAY, 683 FIFTH AVENUE, NEW YORK.

292. PROPHYLACTIC's New Complexion Brush is described in a little book that also tells how to use it to achieve a radiant complexion. PROPHYLACTIC BRUSH COMPANY, FLORENCE, MASS.

293. CHANEL PERFUMES have an attractive new booklet that will be sent you free. It's full of illustrations of Chanel preparations, with price list. CHANEL, INC., 35 WEST THIRTY-FOURTH STREET, NEW YORK.

294. VIRGINIA SHERIDAN. "The History of the Sheridan Beauty Treatment" is an interesting free booklet that includes a description of how to cover birthmarks. VIRGINIA SHERIDAN, INC., 6500 OAK PARK AVENUE SOUTH, CHICAGO, ILL.

295. PRIMROSE HOUSE. A booklet called "Here Dwells Youth" describes the Primrose House products, with complete directions for using them at home. A copy will be sent to you on request. PRIMROSE HOUSE, 595 FIFTH AVENUE, NEW YORK.

296. GUERLAIN have a charmingly illustrated new booklet presenting their beauty

products—with particular emphasis on those designed for summer use. You may have a copy free, on request. GUERLAIN, INC., 578 MADISON AVENUE, NEW YORK.

297. HELENA RUBINSTEIN's booklet, "Beauty in the Making," describes her preparations and suggests special treatments for your own type of skin. Free. HELENA RUBINSTEIN, 8 EAST FIFTY-SEVENTH STREET, NEW YORK.

298. HOUBIGANT's "Dull Finish Make-up" is a free booklet describing the new make-up and how to achieve it. HOUBIGANT SALES CORP., 539 WEST FORTY-FIFTH STREET, NEW YORK.

299. PEGGY SAGE tells how to "Brush up on Charm" in her new booklet. Fashions in nail polish for fingers and toes and beauty treatments for hands are included. PEGGY SAGE, 50 EAST FIFTY-SEVENTH STREET, NEW YORK.

300. LENTHERIC. A new free illustrated booklet, "The Silent Messenger," describing "Daytime Fragrance," Bouquet Lentheric and how to use it as perfume, stimulant, freshener, and bath luxury. LENTHERIC SALON, 761 FIFTH AVENUE, NEW YORK.

301. KATHLEEN MARY QUINLAN offers little booklets about her preparations, with directions for home use. KATHLEEN MARY QUINLAN, 655 FIFTH AVENUE, NEW YORK.

302. POND'S. A special tube of Pond's Cold Cream (enough for nine treatments) and samples of two other creams and five shades of powder will be sent on receipt of ten cents. POND'S, DEPARTMENT D56, CLINTON, CONN.

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304. MOLINELLE. An attractive free folder tells about the five Molinelle perfumes. C. W. DAVENPORT, 366 FIFTH AVE., NEW YORK.

305. MARTINE HAUBRET. These natural herb products are described in a free booklet that also tells how to give your skin the benefit of them, at home. MARTINE HAUBRET PRODUCTS, INC., 100 CENTRAL PARK SOUTH, NEW YORK.

306. MELLO-GLO. "The New Vogue in Powdering" is the name of a free booklet that describes Mello-glo's new idea for modern make-up. It also tells the differences between French and American theories of powdering. MELLO-GLO, STATLER BUILDING, BOSTON, MASS.

307. No. 4711 EAU DE COLOGNE. A new booklet tells the interesting history of this famous house and describes the refreshing preparations. You may have a copy free. FERD. MULHENS, INC., 25 WEST FORTY-FIFTH STREET, NEW YORK.

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I will answer the question by quoting from a letter received this week from another reader. "Through an advertisement in a magazine," he writes, "I bought a French Poodle female puppy, aged seven weeks. It could just walk and had never been away from the mother. After three days I told her to sit, and to my astonishment she obeyed as soon as she understood what I wanted. Within a week she would sit, lie, come to hand, and follow to heel at command. I took her for a run recently. She followed me obediently through a park where dogs and children were playing. I can only explain her prompt obedience by the fact that her pedigree consists of highly trained dogs."



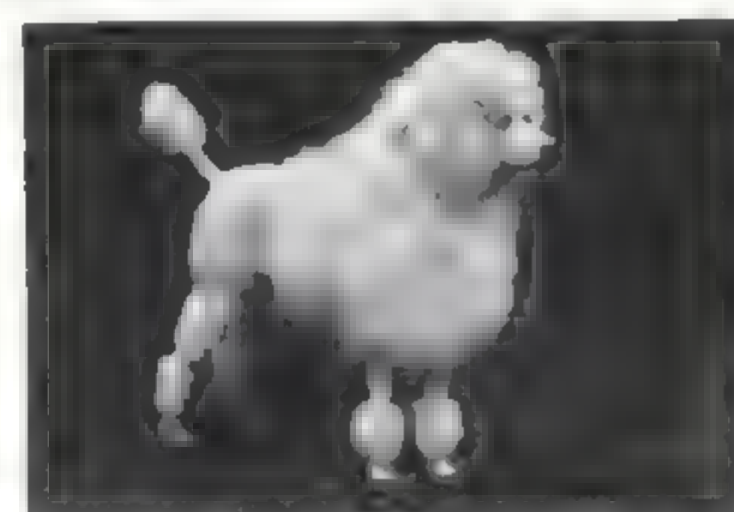
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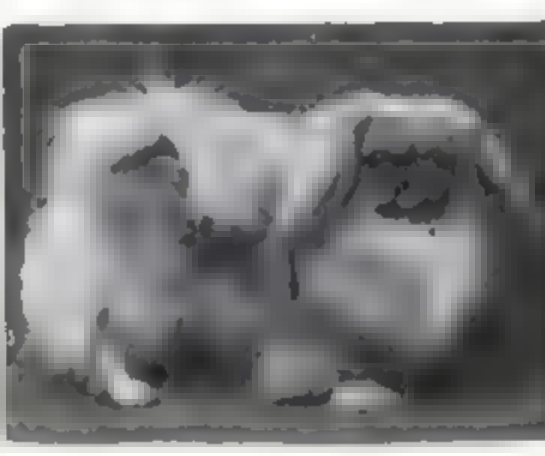
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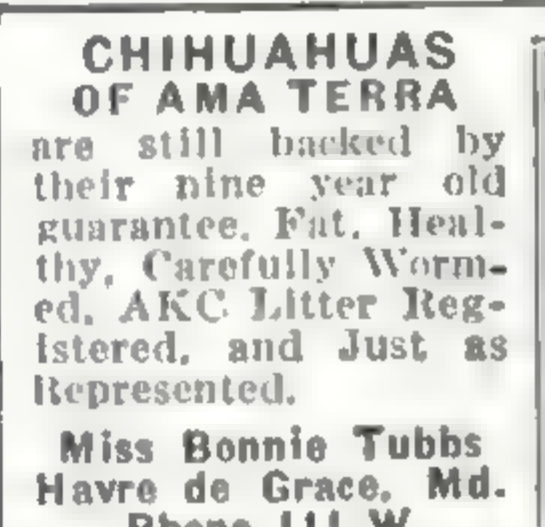
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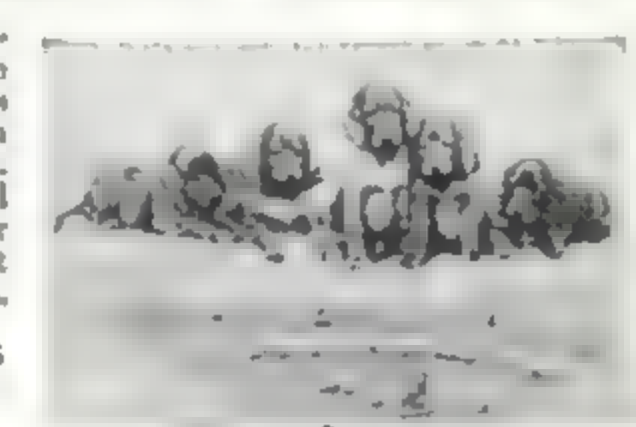
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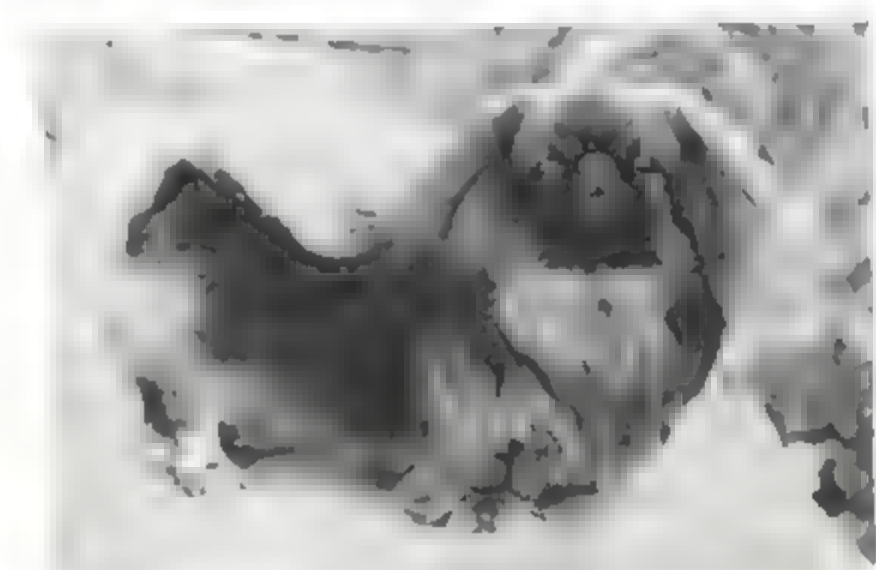
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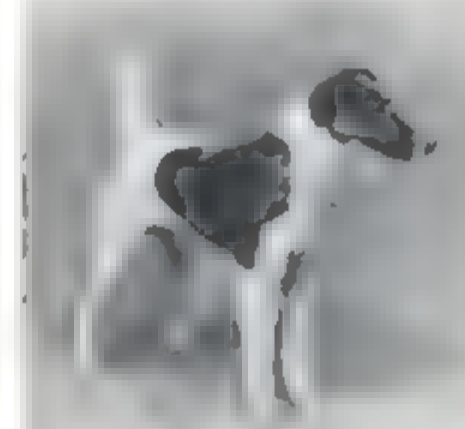


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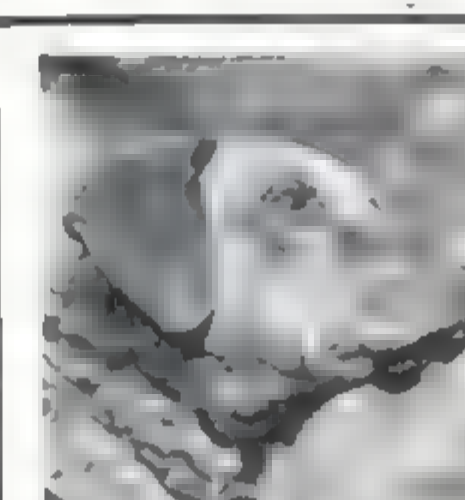


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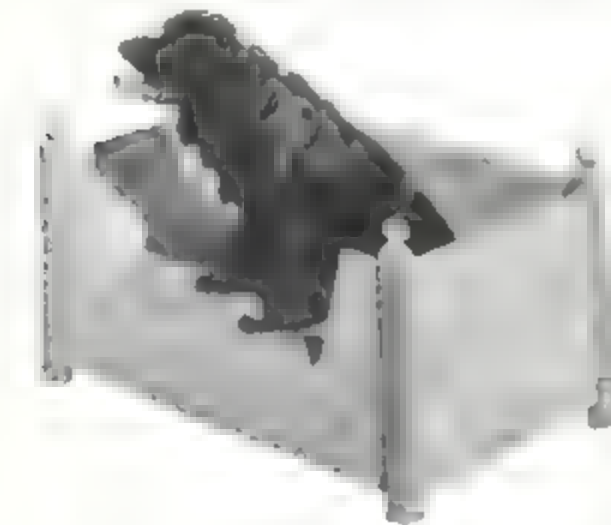


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CAMP NEWS

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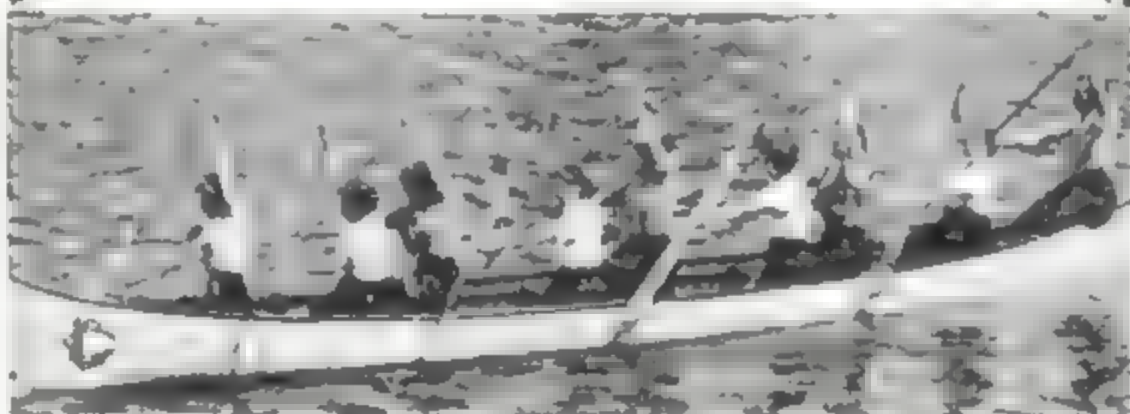
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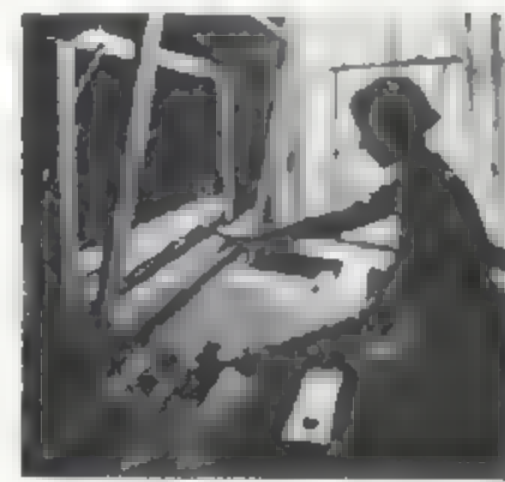
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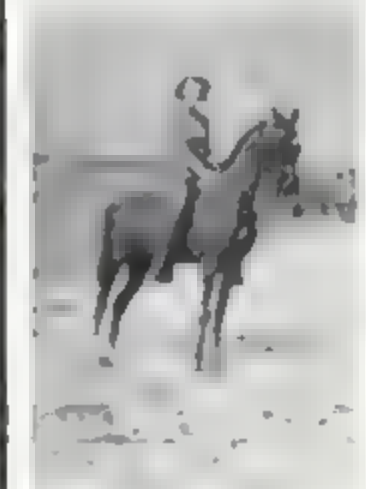
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CAMP NEWS

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Minneapolis—John W. Thomas & Co.
St. Paul—John W. Thomas & Co.
- MISSOURI
Kansas City—Woolf Brothers
St. Louis—Madeleine et Cie.
- NEW JERSEY
East Orange—Best & Co.
- NEW YORK
Buffalo—The Jenny Shop
Rochester—McCurdy & Co.
Schenectady—H. S. Barney Co.
- NORTH CAROLINA
Asheville—Jean West
- OHIO
Cleveland—Lindner Co.
Dayton—The Elder & Johnston Co.
Toledo—The Gillespie Shop
- OKLAHOMA
Muskogee—B. E. Spivy Co.
- Oklahoma City—John A. Brown D. G. Co.
Tulsa—Brown-Dunkin Co.
- OREGON
Eugene—H. Gordon & Co.
Portland—Meier & Frank Co.
- PENNSYLVANIA
Allentown—Hess Bros.
Harrisburg—Worth's
Hazleton—Wears, Inc.
Philadelphia—The Blum Store;
B. F. Dewees
Pittsburgh—Kaufmann's
Scranton—The Heinz Store
Wilkes-Barre—The Isaac Long Store
York—Worth's
- RHODE ISLAND
Providence—Gladding's
- TENNESSEE
Chattanooga—Miller Bros. Co.
Nashville—Town and Country Shop
- TEXAS
Abilene—Ernest Grissom, Inc.
Dallas—Neiman-Marcus Co.
Galveston—Donna May Shop
Houston—The Patio Shop
San Antonio—Frost Brothers
Wichita Falls—W. B. McClurkan & Co.
- VIRGINIA
Lynchburg—J. R. Millner Company
Roanoke—Samuel Spigel, Inc.
- WEST VIRGINIA
Charleston—Betty's, Inc.
Huntington—The Style Shop
- WISCONSIN
Madison—Woldenberg's, Inc.
Milwaukee—Fritzel's Inc.
- CANADA
Belleville—Nellie Smith
Brandon—Doig's Store, Ltd.
Brantford—Nyman's, Ltd.
Brockville—Miladi Store
Cornwall—Segals Ladies' Wear
Edmonton—The T. Eaton Co., Ltd.
Fort William—Chapples, Ltd.
Galt—A. H. Appleton & Co.
Hamilton—The T. Eaton Co., Ltd.
Kingston—John Laidlaw & Son, Ltd.
Lethbridge—L. Cameron & Co.
London—Wolf Bros., Ltd.
Montreal—Henry Morgan & Co., Ltd.
Niagara Falls—Louise Smart Shop
Ottawa—A. J. Freiman, Ltd.
Owen Sound—Royal Ladies' Wear
Peterboro—Barries, Ltd.
Quebec—Holt, Renfrew & Co., Ltd.
Sarnia—Wolf Bros., Ltd.
Saskatoon—The T. Eaton Co., Ltd.
Sherbrooke—Gabrita, Ltd.
St. Catharines—Peggy's, Ltd.
St. John—F. W. Daniel & Co., Ltd.
St. Thomas—Anderson's, Ltd.
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Vancouver—David Spencer, Ltd.
Victoria—Mallek's, Ltd.
Winnipeg—The T. Eaton Co., Ltd.
Woodstock—John White Co., Ltd.

IF NO SHOP

in your shopping radius is listed here, tell Vogue what model you want and we will give you the nearest address where Vogue's "Finds of the Fortnight" can be found. Enclose a stamped, self-addressed envelope. Vogue, 420 Lexington Avenue, N. Y. C.



THIS intriguing sandal for spectator wear repeats itself in six colors. The perforations are on the square . . . there's an unexpected fringe . . . a graduated T-strap and a medium covered heel. White buckskin \$12.50 with blue or brown calf . . .

To order: white with red, or black, or yellow, or green \$14.50

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Vogue Covers

Commencing



• Of all the twelve months in the year, June is to most of us the most exciting and romantic. Marriages are made and broken, at the drop of a hat.

Unattractive people become unbelievably divine in the light of a June moon. And, what is even more important, a sense of glamour and mystery hovers over even the dreariest of us.

June, of course, is graduation time, and the great universities and colleges, with their gay traditions, offer a colourful background from which another crop of young hopefuls is emerging. Campuses of men's colleges are generally left empty soon after the first of June, except for the Seniors, who stay on until about the fifteenth, drinking beer, dancing at the Prom, and being generally restless and impatient to get away. One of the most typical scenes on Commencement Day is that of the son begging his mother to put her hat straight, stop powdering her nose, pull down her skirt, and stop flirting occasionally with the Juniors. For, to a son at school, a mother is not human, but temporarily a robot, being allowed to do and say only the right thing at the right time. And God knows, as far as most mothers are concerned, the boys' fears are justified. Mothers have an uncanny inclination to talk with the boys you dislike most in your class, and for walking on lawns covered with signs reading "Keep Off." But we must put up with it all, because we can't get along without mothers.

Fun on a ferry

• New York is one of the most ideally situated cities in the world. Not only is it surrounded by water, but inland it has hundreds of golf courses

practically within a stone's throw. There are dozens of more-than-bearable suburbs, and countless picturesque country retreats farther out. And now, with airdromes coming closer and closer, this seems to be the most decidedly modern town on the globe.

The variety of ways to pass the time in New York is infinite—so great, in fact, that the real problem is how to find the time! Even when the heat descends and the usual cooling breezes are absent, shopping during the day is not unbearable, since many merchants have thoughtfully air-conditioned their emporiums. For lunch, we may sit by the side of a cascading brook right in the midst of our fair city (see the news about some of the restaurants that I shall presently dispense). If our own cars are not always at hand, none of us despises a ride atop a bus, or a turn in the Park in a hansom cab. If we are exhausted after tennis at the River Club, it is an easy matter to take a dip in the pool. Even night-clubs are now open to the star-studded sky and are no longer suffocating.

But, if you *should* get bored, try something very simple. You don't need a passport—in fact, you need just five cents to "get away from it all." Go down to the river, jump on the good old ferry, and go—no matter where, out into the night, the blue, and all that jolly sort of rot. I know of no lovelier view than that of looking back from the middle of the river, with the strains of a little Italian band, off-key, in your ear, somebody's cigar smoke in your eye, and Manhattan like an almost too whimsically unreal city, outlined in the background. So, if your elegant town car loses its charm and your erstwhile haunts their gaiety, don't forget the ancient ferry—the one to Staten Island, offers you real fun and living for a nickel.

Hale's
420 MADISON AVENUE, NEW YORK

LET US HAVE YOUR SIMMONS BEAUTYREST mattress built to your special order in the particular degree of resiliency that suits your comfort. Price \$39.50. Our three floors and balcony are devoted to furniture and things for the Bedroom.

Bonwit Teller



CRAZY-SHOES

White calfskin—soft as a sock on your foot. Woven through with garish Mexican colours. Unlined, with a casual, rustic finish that makes them right with slacks and shorts. 5.50

SHOE SALON — SECOND FLOOR

FIFTH AVENUE AT 56TH STREET

THE LADY OF DISTINCTION

values the superb artistry of an

R. LOUIS PERMANENT

Always original—always so very flattering to her personal beauty—always in the best possible taste.

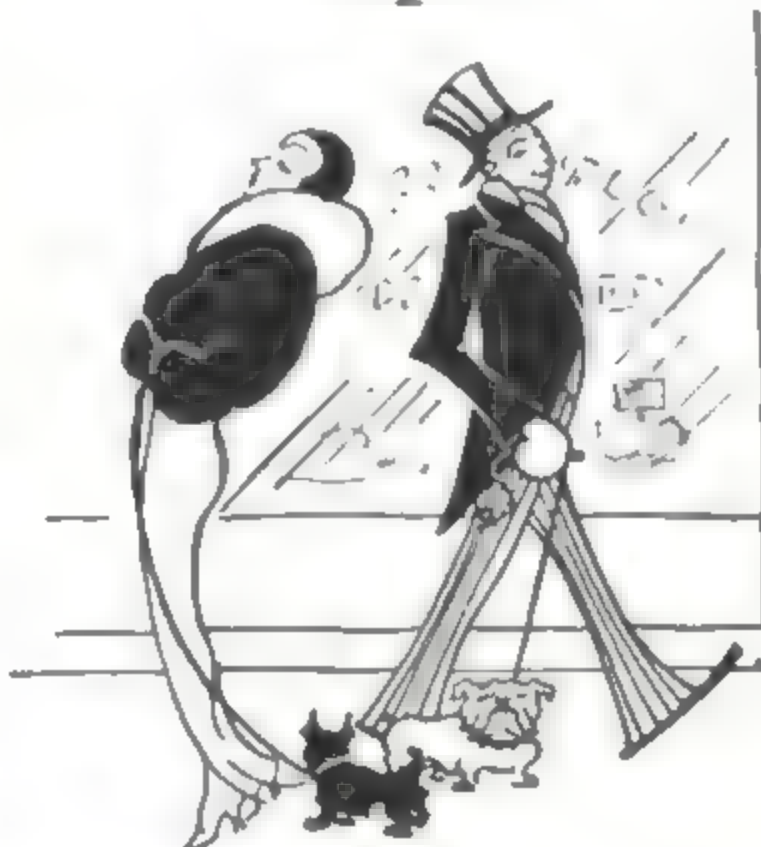
TYPE PERMANENT

\$15

R. LOUIS

26 W. 58th St. PLaza 3-5947

Looking the "pink of perfection" helps!



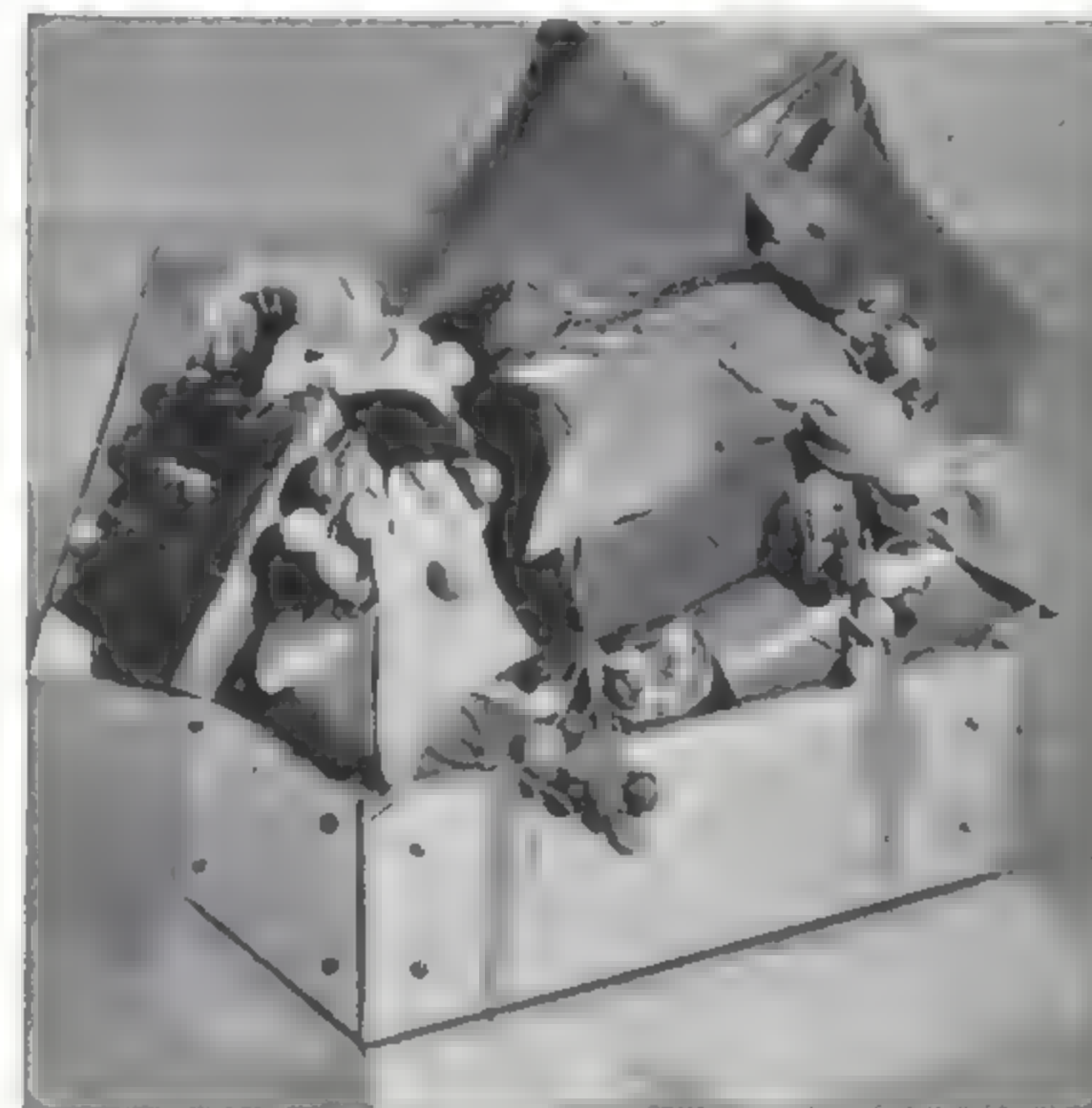
HERE and there you see a woman or a man whose apparel shows such exquisite precision of line and drape as to attract interested admiration. Is it the work of an English valet—a French maid—or Landsman?

Most probably, Landsman. Many of the most aristocratic wardrobes in New York come here regularly to achieve the pink of perfection through Landsman's custom cleansing and hand-pressing. Why not give your own wardrobe a lift?

Gentlemen's Suits \$2.50. Gowns \$3.00 up.

The LANDSMAN METHOD, Inc.
Cleaners To Fastidious People
The Waldorf-Astoria . . . New York City
Stillwell 4-7815

BON VOYAGE . . .



For the recipient of particular tastes this gift box or basket in modern wrappings can be fitted to express your sentiments with imported chocolates, candies, cookies, cigarettes, magazines, etc. from \$5.00 up

ALICE H. MARKS

19 EAST 52nd ST.
Southampton

NEW YORK
Tel. Plaza 3-7282

the town

Food, drink, and music



• The art of keeping cool whilst eating and being amused is airily and masterfully handled by the Sherry-Netherland in its café-restaurant and bar.

First, the eye is soothed by the colour scheme of the room, a symphony in chartreuse, chromium, white and black and crystal. The psychological influence is good. The Venetian blinds are drawn. The swell new air-conditioning system is silently working. A long, cold drink answers your order—a special Netherland blend of Bacardi, pineapple-juice, fresh mint, lime, and Seltzer—and you couldn't be in a happier frame of mind. This is assuredly a charming room, with its graceful double staircase. And, if I may make a suggestion—try sitting on the balcony sometimes, where the view of the Avenue and the Park is so pleasant. There are some notably attractive menus that are called "elective"—which means that you can have a wide choice for a fixed price.

You have doubtless discovered that this is a place where nice people gather at cocktail time. Joseph Zatur and his musicians are still going strong—they play continuously for dancing from five till nine. Dinner is delicious and is attentively served.

Later, there is a special attraction in a certain Czechoslovakian musician whose bejewelled piano accordion bears his nickname, "Bert." He wanders obligingly from bar to restaurant, varying his tunes from popular to classic and playing literally anything upon request. He plays the piano, too, and sings, and is quite an orchestra in himself. He seems to have turned the place into a modern American *café chantant*.

Paris in New York



• Slowly but surely, the effect of Paris is making itself felt in New York. Restaurants, hotels, and even night-clubs have now fully developed the Parisian outdoor café idea. The trouble with Americans, as far as sitting out in cafés is concerned, is that we are too restless. Unlike the Parisians, we seem to find it impossible to sit over some frighteningly weird-looking drink for hours at a time, gossiping, gesticulating, discussing—and even just sitting. We feel the urge to be always on the move. But perhaps these open-air cafés, which make delightful idling possible, are eventually going to have a soothing and beneficent effect upon our too tense and active populace. Until drinking a *fine* becomes an art, instead of a necessity, I say that America can not be thought of as a really civilized country.

Ship de luxe

• The S. S. *Normandie* docks on June 3, in a glitter of glory. The maiden voyage of the largest ship in the world is an exciting event in itself. Add to this the fact that the *Normandie* is decorated in modern guise from stem to stern (except for a Louis XIV. and a Louis XV. suite), and with such luxury that this is, quite literally, a floating palace; and you'll readily understand the pride that the French Line take in their achievement. Every one seems to know something about the wonder ship, but ever since a friend of ours frightened us to death by announcing that both tubes of the Holland Tunnel would fit into one of the *Normandie's* smoke-stacks without the slightest difficulty (except perhaps to a few million motorists), we have felt (Continued on page 36)

Bonwit Teller

FIFTH AVENUE AT 56TH STREET



designed by Palter DeLiso

OXBLOOD LINEN

Fresh new contrast to white and pastels. Smartest version of the vogue for dark linen shoes with white. Also black, brown, blue—or tinted any of 99 shades. 12.75.

SECOND FLOOR

MOURNING HOUSE



FORMERLY WITH CROCKER

ARTHUR MULLEN

19 EAST 49TH STREET, N. Y.

Jays In Boston—the better shop



As always we excel in Beach clothes

The "GRINGO"



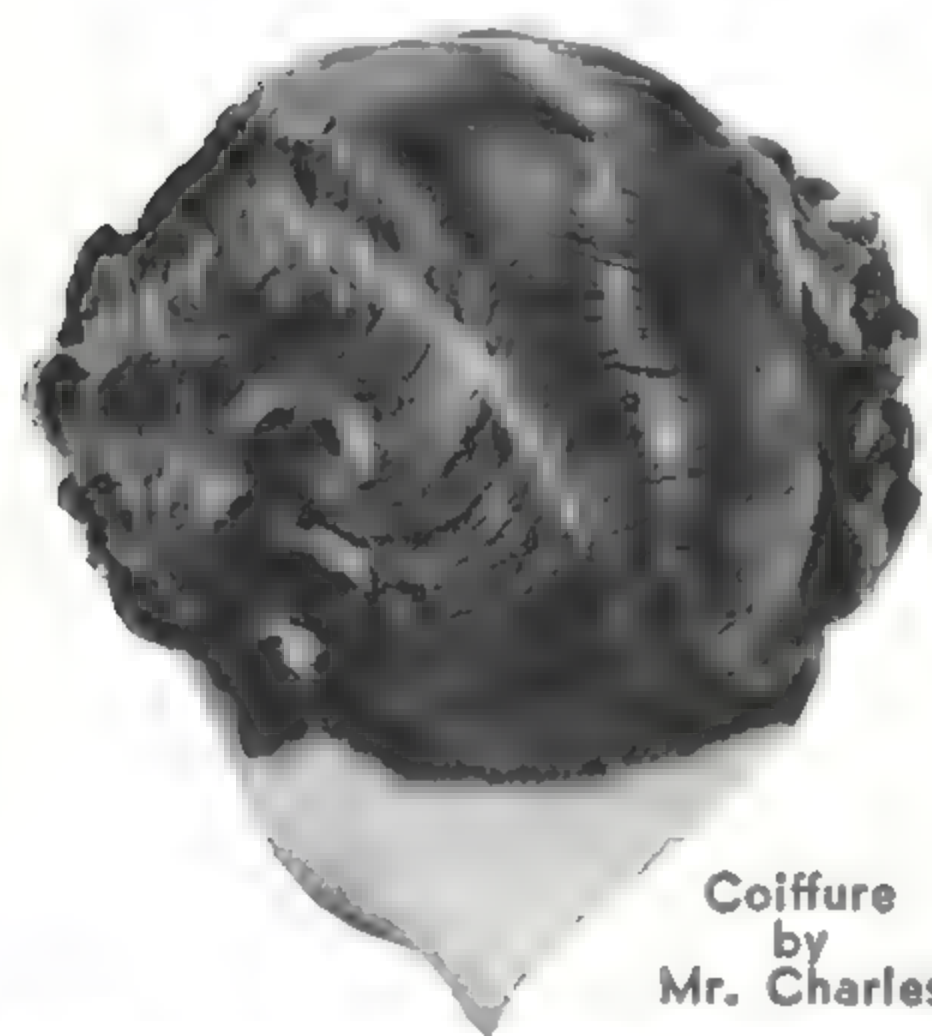
in WHITE—
a summer delight

When flaming Sol his heat-waves send
To lovely ladies here below,
They don their flat-heel Gringo white
And tell old Sol just where to go.
White buckskin or white pigskin.
Only at Shoecraft..and only 12.50

Write for booklet V71

SHOECRAFT

at 56th—FIFTH AVENUE—at 38th
AAAAA to C Narrow fitting heel
8½ 9 9½ 10 add \$1. 10½ 11 add \$3.



Coiffure
by
Mr. Charles

PERMANENT WAVING

Mary Bissell

—SMART HAIRDRESSING

HOTEL WEYLIN

40 E. 54th ST., PLAZA 3-8268

Bonwit Teller



designed by
Palter DeLiso

Star-bright

New summer version of our famous evening sandal. Satin with metal nailheads. Black, white or tinted in any of 99 shades. 14.75. SECOND FLOOR

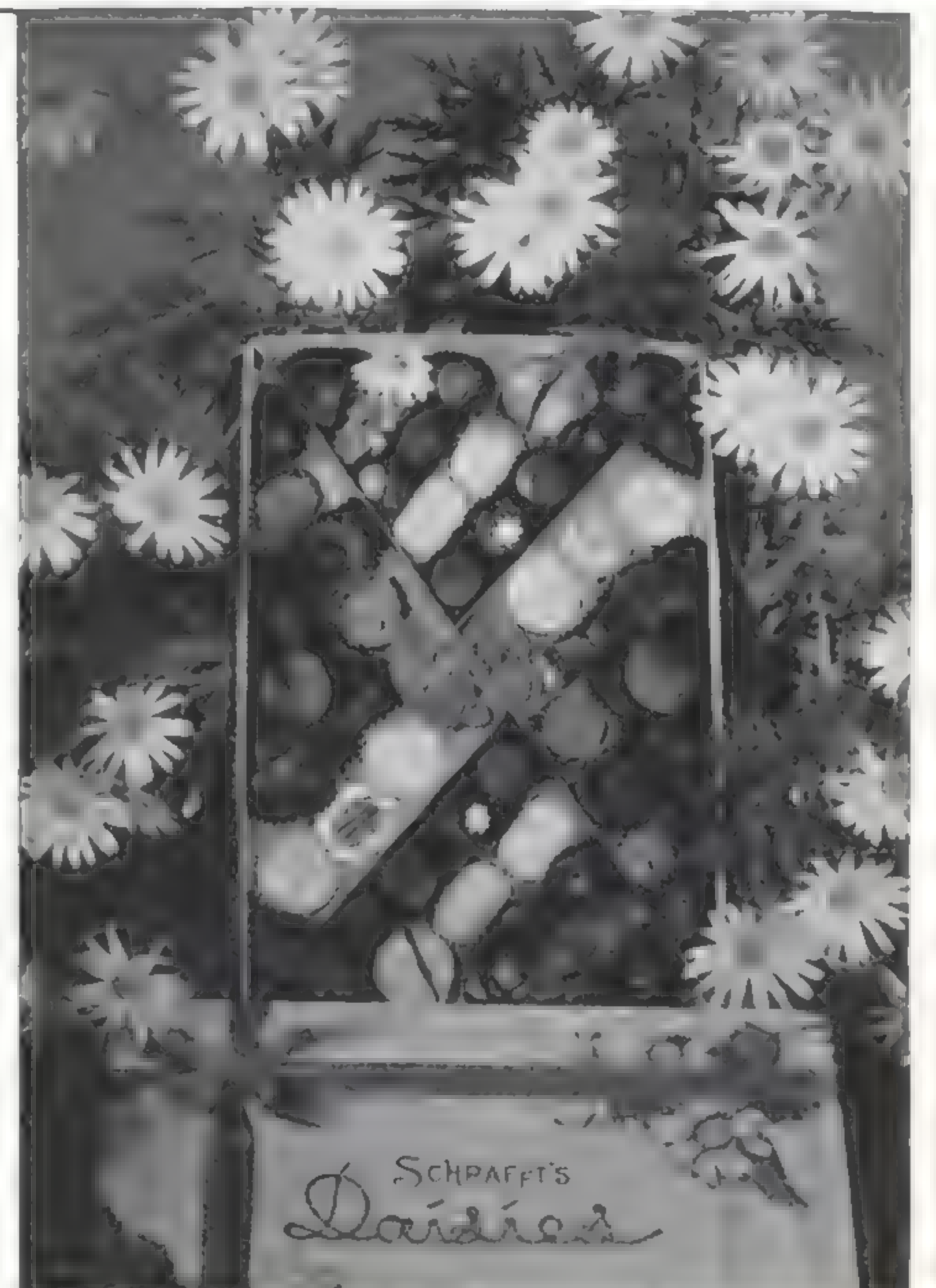
FIFTH AVENUE AT 56TH STREET

"Give me your
answer true"

If you want to know whether she really loves you—or plans to invite you to her next week-end—or likes candy as a bridge prize—give her "Daisies" and the answer is "Yes!" The pieces are tiny—homemades and chocolates with a touch of imagination and a variety that ought to be the spice of somebody's life. . . . Think who—then order. Daisies come in 1 and 2 pound packages. \$1.25 per lb.

SCHRAFFT'S

556 Fifth Avenue
New York



JAMES
McCreery & Co.
5th ave • 34th st

Two sides to summer suits. Be feminine—in coarse Donegal tweed-type imported Irish peasant linen—swaggeryetsoft. Pastels or natural. Be tailored—in mannish Palm Beach cloth—double or single-breasted, bi-swing or fitted back, Earl-glosleeve lined. White or natural. Both suits in misses' sizes. Fifth Floor 16.95



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Auto Robes
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400 different imported Tweeds, Shetlands, Homespuns, Cheviots, District and Houndstooth Checks—many loomed exclusively for us, all unusual. See them when in Boston or write for samples, stating colour preference.

Twin Sets
Shawls
Sport Hats
Clan Tartans
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String Gloves

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Bock's
Permanent Waves
for the summer




Telephone PLaza 3-3900
20 East 57th St., N. Y.

VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 35)

a crying need to assemble as many facts as possible on this miraculous product of the modern mind. Perhaps you already know about the longest deck in the world, with the glass wind screens that protect pampered passengers from Atlantic breezes. But did you also know that no two bedrooms on the *Normandie* are alike? And that the walls of the Grand Salon are decorated with ships from the beginning of time up to date? And that there is a winter garden harbouring live birds? And that there's a children's playroom, *guignol*, and dining-room, the latter decorated with most beguiling elephants? We thought not. All this is to mention but a bare few of the many marvels on board, from a seventy-five-foot swimming-pool, with a tiled frieze by Sèvres, to private suites decorated in white morocco and Japanese lacquer.

The best way to see this incredible ship is to have the good fortune to be invited to one of the parties being given on board during the week of June 3; failing that, you can go down to Pier 88, North River, foot of West Forty-Eighth Street (built especially for the *Normandie*)—on June 4, from 10 a. m. to 5 p. m.; or on June 5, from 1 p. m. to 5 p. m. However, our own private advice is to wait until the ship returns from her second trip, when she will be open to the public, just like her less exotic sisters, and see her in at least comparative peace and quiet. But don't miss seeing her!

Daisy, Daisy, Give Me Your Answer Do

• I am about to start a club that will make Elsa Maxwell green with jealousy. It is to be called "The Park Avenue Social Cycling Club." The initiation fee will cost \$100,000, but there are to be no other real expenses except to provide yourself with a bicycle. My idea is that, aside from being one of the best exercises for the figure and therefore popular with Vogue's readers, cycling is one of the pleasantest ways of seeing the countryside, or even the cityside. I shall arrange for club meetings to be held in Central Park, where the chic among us will have their bicycles brought by specially trained cycle grooms. We will then set off for a two-mile ride. I shall arrange with Cartier to design a special bicycling clip, made of diamonds, and Louis Vuitton to make the saddles out of his well-known stuff. I don't imagine that this bicycling idea will catch

on *greatly*, partly because of people's vanity and partly because we are all so speed-minded. But, for those of us who are tired of life being run on the same old wheels, my Cycling Club will come as a great joy. Any suggestions for this club can be sent in to me at Vogue's Cycling Department!

Smörgåsbord outdoors



• For many reasons, the Kungsholm couldn't go wrong by spreading out into its back-yard. (What's the Swedish for *au contraire*?) Already, this authentic Swedish restaurant and bar of the sympathetic atmosphere are well filled with discriminating patrons for lunch and dinner. Now, the new garden is open, the trees are in leaf, the flowers in bloom, and the brook is running merrily. The landscaping has been very cleverly done, including even a fountain. And, of course, you can still have your pick of the bountiful *smörgåsbord*, whether your table is indoors or out. The menus here are always well composed and include a variety of choice at a moderate tariff.


Very British

• If you're lucky or wise or both, you'll doubtless be in England during this summer. It's still Jubilee time over there, with great goings-on. Fortnum and Mason, who are, of course, well known on both sides of the water, are carrying out their idea of being (as they sign themselves) "your obedient servants." And a very good idea it is, too. They simply attend to all of the things you may want done for you—such as finding you a house or a flat in London or in the country; arranging for servants; putting a superlative fleet of motor-cars at your disposal at reasonable rates (a carefully picked chauffeur is included with the car). If you so desire, the perfect lady's maid or valet will be engaged for you; even a shooting-box in Scotland is not too large an order for Fortnum and Mason.

Boîte amusante

• Old-comers and newcomers alike agree that it's good news to hear that Janet has reopened her little garden. So well known has Janet of France become in this town that you really don't need to say 237 West Fifty-Second Street to the taxi driver. Although she began her career as an

Schaeffer's
CUSTOM
Permanent Wave!



J. SCHAEFFER inc.
590 FIFTH AVENUE



This Parisian custom of lunching or dining in the open has been becoming increasingly popular the past two summers. Several restaurants with open-air pavilions, gardens or terraces will be found grouped below under "Out-O'-Doors."

Then there is the school of thought which holds that the discomfort of summer can more easily be defeated indoors. This ilk will find the remaining places air-conditioned or equipped with blowers that do a top job of ventilating.

Just try some of the places in this selected list—and find out that there's more truth than poetry in the claim that "New York is a great summer resort."

RESTAURANTS

DIVAN PARISIEN—17 East 45th St. Le Restaurant Par Excellence. Cuisine Française. Famous for "Chicken Divan" and special salad. Modern Air conditioning. For Reservations VANDERBILT 3-7897.

HAPSBURG HOUSE—313 E. 55th St. New York's most novel and interesting society rendezvous. "Cuisine Internationale". Excellent cellar. The Schubert Room is new—designed for that especially festive private dinner party. Luncheon, dinner and supper. Reservations—ELdorado 5-8493.

JANE DAVIES'
145 West 55th St.
Luncheon 50c, 60c, 75c Dinner \$1 and \$1.25
Vintage Wines

FRANCES LYNN—10 West 55th St. Just off 5th. Smart Clientele, deft service, delicious food. For "Pennywise New Yorkers".
Luncheon 35c, 50c Dinner 55c, 75c, \$1.

L'ESCARGOT D'OR at 254 West 51th St. on the 16th floor. Delightfully French and best known for its excellent snails and frog-legs. Entertainment and dancing. No cover charge. COLUMBUS 5-9107-9801.

EL CHICO, 80 Grove St.—Authentic Spanish food, wines, waiters, entertainment, music, furniture & decorations. Dancing & dining from 6 to 2:30 A.M. Dinner from \$1.50 and \$2. Tel. CHelsea 2-4646.

ALEXANDRA RESTAURANT—8 East 49th Street. Champagne cocktail dinner \$1.00 and \$1.50. Served daily 5 to 8:30 P.M. Sunday, noon to 9 P.M. The most talked about dining place in New York. PL. 3-1542

"SEVENTY PARK AVENUE"—CORNER 38th Street.—Serving exceptional lunches from 75c and dinners from \$1.10 with a Snack Lounge and bar that is more popular every day. LEXington 2-7070.

THE CRILLON, 116 E. 48th St. offers a new idea—The London Theatre Buffet. The same inimitable cuisine "Buffet style" in the Bar so you won't be late for the Theatre. All you desire—one dollar.

HENRI—A "Bit of Paris in New York", 40 W. 16th St. Finest food prepared in the authentic French manner. Dinner \$1.75, from 5 to 10 daily, all day Sundays. Also à la carte. BRyant 9-4340.

THE BLUE BOWL AT 157 EAST 48th St. specializes in good food served in informal and friendly surroundings. The kind of place you return to again and again. Luncheon 50c & 75c, Dinner 75c to \$1.15.

VERSAILLES—A New Continental Rendezvous, 151 E. 50th. America's Smartest Restaurant features Lunch, Cocktail Hour, Dinner & Supper. Jos. Smith Dance Orch. Divertissements—Cuisine Française.

KENTUCKY SERVES A MEAL and a Mint Julep in a cool, delightful, homelike atmosphere. Elizabeth D. Reynolds, Inc. 15 East 48th St.

GRIPSHOLM—324 EAST 57th St. Newest Swedish restaurant featuring Swedish hors d'oeuvres with regular dinners, \$1.25. Also luncheon and cocktails. ELdorado 5-8476.

STARLIGHT ROOF—THE WALDORF-ASTORIA, Park Ave., 49th to 50th, N. Y. Luncheon, Dinner, dancing, Supper, dancing, Guy Lombardo and his Royal Canadians; Xavier Cugat and his Tango Band. Lounge Café. Cocktail rendezvous. Reservations: EL. 5-3000.

ROCKEFELLER PLAZA RESTAURANT and Cocktail Lounge, 32 West 50th St., R.C.A. Building. Luncheon, Dinner, Supper. Entertainment during After-Theatre Supper and Cocktail Hour (4:30 to 8)

CAFES



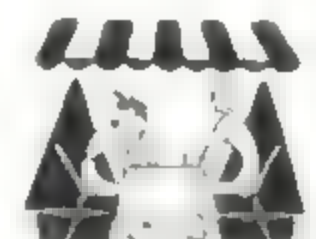
ST. MORITZ-ON-THE-PARK, 50 Central Park So. Cocktail Hour in the Café de la Paix, luncheon in America's only Rumpelmayer's, dinner and supper dancing with entertainment in the Continental Grill.

BLACKSTONE CAFE & BAR—50 East 58th St. Special luncheon with cocktail 75c. Dinner \$1.25, or with champagne cocktail \$1.50. Favourite place for luncheon, cocktails, dinner, and after theatre.

FRENCH CASINO, Folies Bergères, 7 Ave. at 50 St. For dinner and supper. Winchell: "Most magnificent night club in N. Y." 3 orchestras. \$2.50 except Sats. & Hols. For reservations phone COLUMBUS 5-7070.

SUSAN PALMER'S Restaurant, 2 West 49th St., has a bar just one flight down that will intrigue you. For the special Porterhouse steak dinner, unequalled in all New York, telephone BRy. 9-1540 in advance. Your guests will be delighted. Dinner also à la carte or table d'hôte, to Bill Barry's music. Quality drinks, lobster, and after-theatre snacks.

TONY'S CAFE TROUVILLE—112 East 52nd St., a rendezvous of old friends and new. Open for the summer with Tony's inimitable cuisine and entertainment from Luncheon 'till the wee sma' hours.



OUT-O'-DOORS

PAVILION MARGUERY—47th ST. & PARK AVE. The only garden in New York where you can lunch and dine al fresco protected from heat and sudden showers. Canopy cooled by unique spray. Entertainment and daily specialties. WICKersham 2-8494.

KUNGSHOLM at 142 East 55th St. announces the opening of a charming and unique summer garden, featuring famous Kungsholm Swedish Hors d'oeuvres. Also served in cocktail lounge and Continental café. Luncheon, dinner prix fixe. EL. 5-8183.

LE COQ ROUGE—65 E. 56th St. Internationally famous cuisine. Where Society meets for Luncheon, Dinner & after theatre. Dancing. Continental atmosphere. Entertainment. "Le Coq Rouge Trio." Res. PL. 3-8887.

LA CRÉMAILLÈRE ROOF atop 30 W. 59th St. commands a glorious view of the park. You will find real French food masterfully prepared, an excellent wine cellar, open-air and water-cooled terraces.

LA CHAUMIÈRE, 163 E. 56th St. A real French Restaurant. "A House that is reserved for those who know how to wait, eat and appreciate." . . . Paul Massé, formerly chef of Inter-allied Club in Paris.

JANET OF FRANCE—237 W. 52 St. "Where Broadway meets the Boulevard." "Onion Soup" "Spécialité de la Maison." Open-air garden. Janet entertains. Luncheon 65c. Dinner \$1. Supper. CO. 5-8718.



SMART CLUB

LEON & EDDIE'S . . . 33 W. 52. Starring Eddie Davis, musical raconteur and sporting chap. Open Air Dining Garden with the famous "split-second" Sliding Roof!!! Lunch, Dinner, Supper, Cocktails.

OUT-OF-TOWN

HARVEY'S FAMOUS RESTAURANT—1107 Connecticut Avenue. Famous for notable dinners and distinguished diners since 1858, your Washington visit should include this far-famed epicurean rendezvous in the Nation's Capital.

THE OLD MANSION, Somerville, New Jersey. Junction Routes 28 & 29. Delectable Southern food served in a beautiful historic setting; luncheon, bridge teas, dinner. Selected beverages.

VOGUE COVERS THE TOWN

actress, Janet is a true hostess and is without a doubt in the right métier. Her unfailing sense of humour—often directed at herself in winning deprecation of her very real talents—, her verve and effervescence of spirit, and the genuineness of her hospitality have won her a host of friends. They love her way of being just herself, of being so obliging with her amusing songs, and of being all over the place at once. You can go here for lunch or dinner or a drink at most any hour, and always feel at home. The tariff is low, and the atmosphere is unpretentious Gallic. The garden, by the way, is all newly decorated and dressed up with evergreens that bring a peaceful feeling of the country to roaring Broadway. And please admire the fish-pond and the little fountain.

Cheer for chauffeurs

• A chauffeur's life is, I should imagine, a pretty desperate one, at best. His only joy can be when, having left his owner at some dull party, he can sit with a cigarette in his mouth and the daily tabloid in his lap, loosen his tie, and relax. The English and Europeans, realizing the drabness of their chauffeurs' lives, make an effort to cheer them up in the summer. They are provided with white coverings for their caps and, in some cases, fresh white linen coats (such as may be ordered here from Saks-Fifth Avenue or Brill Brothers). This is really a good scheme and very cool-making. Whether the chauffeurs like it or not, I don't know, but I guess by now most chauffeurs are past caring. They must all be bored to death.

Why not?

• Les Frères Brooks, of Madison Avenue, says that they will make up newspaper with any heading that you like at the top of it. Your yacht *S. S. Snake in the Grass*, the number of your seat on the (Continued on page 122)

Use Rockefeller Center Parking Space
Entrance 48th & 49th Sts.

The Rainbow Room

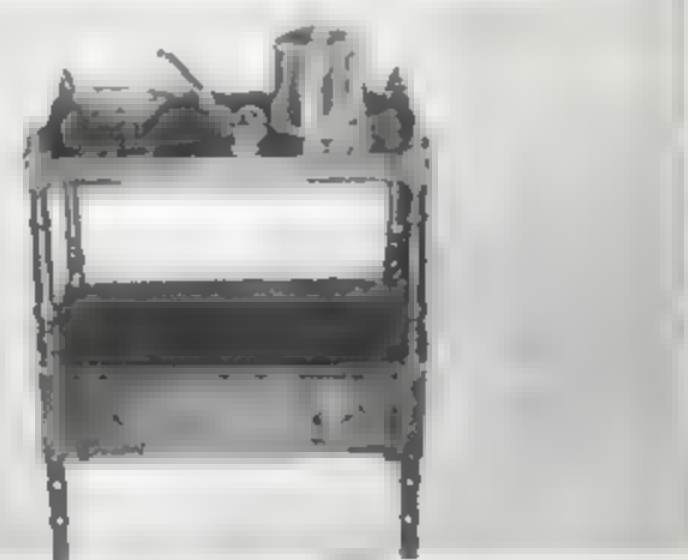
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VOGUE

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IS PUBLISHED TWICE A MONTH



JUNE 1, 1935

VOGUE COVERS THE TOWN	34-37
VOGUE'S-EYE VIEW OF THE MODE	41
MRS. JOHN BALFOUR CLARK	Frontispiece
BEAUTY BAROMETER	43-45
PARIS MID-SEASON	46-54
VOGUE'S GOLDEN RULES FOR SUMMER BEAUTY	55
TOP TO TOE	56-57
BEACH COMBERS	58-63
PORTUGAL, THE NEW MECCA	64-66
SHOP-HOUND RUNS THEM DOWN	67
REFRESH YOURSELF	68-69
BEATON'S SCRAP-BOOK	70-73
A COAT FOR FORMALITY	74
A CAPE FOR BOUFFANCY	75
HAND-PICKED	76-77
VOGUE'S FINDS OF THE FORTNIGHT	78-79
ROOF TOPS	80-81
MRS. A. GIBSON PAINE, JUNIOR, AND HER DAUGHTERS	82
THE MIDDLE AGES	83
"I CAN'T WEAR YOUNG CLOTHES"	84-85
DESIGNS FOR SUMMER	86-87
THE LABEL ERA	88
BEAUTY BATTALION	90
SUMMER BEAUTIES	92
DISCOVERIES IN BEAUTY	94
DECORATOR'S LOG	108
MEXICAN IDYLL	117
DUDE DRESSING	120
SOCIETY	124
KASHMIR—A SUMMER RESORT	123
TRAVELOG	19-23
THE DOG MODE	24-25
SCHOOL DIRECTORY	26-31
VOGUE'S ADDRESS BOOK	32-33
THE SHOPS OF VOGUE	34-37
THE GOURMETS' GUIDE	37



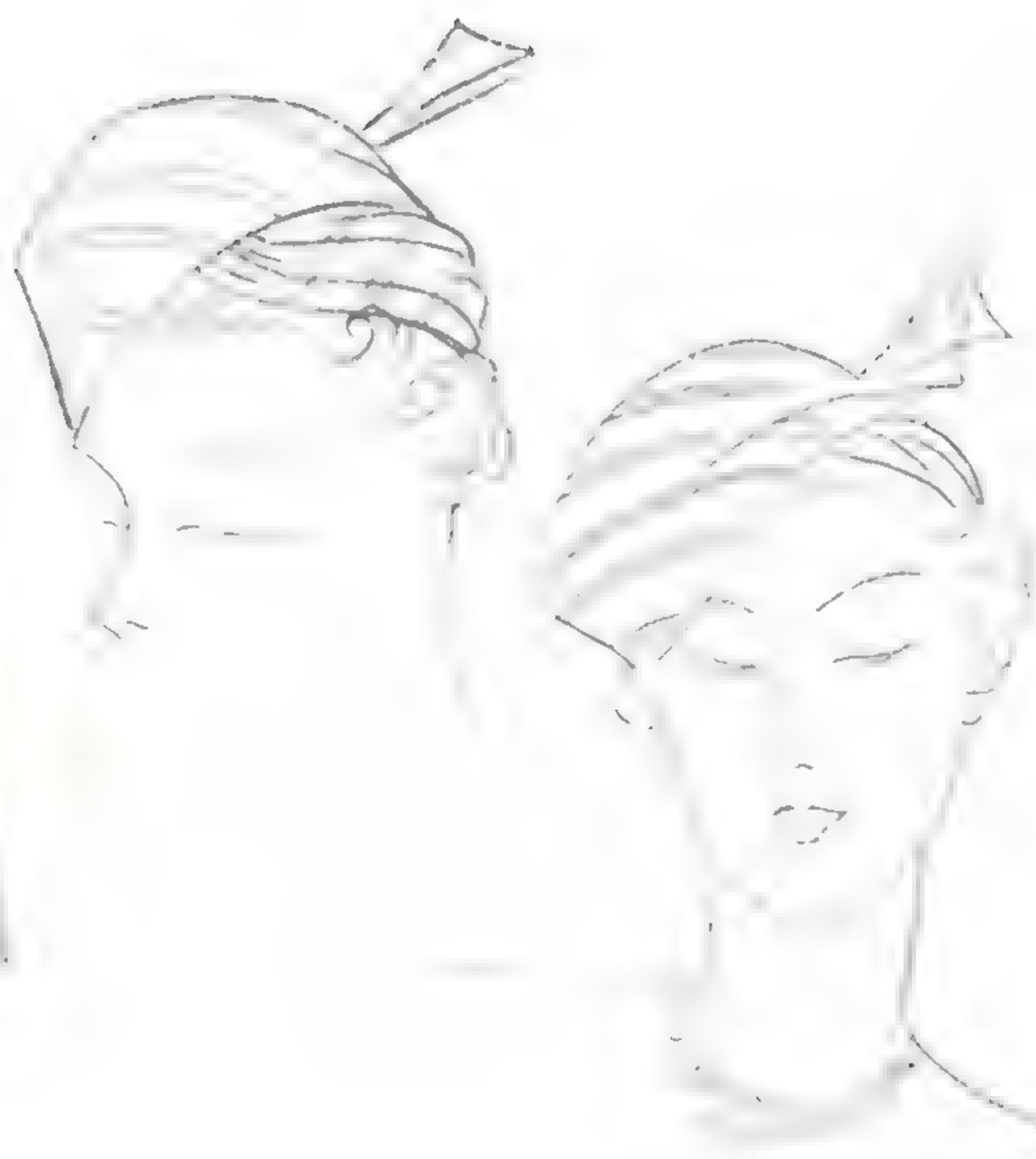
BONWIT TELLER HAS THIS DASH OF MIDSUMMER MYSTERY THAT BÉRARD HAS CAPTURED FOR THE COVER OF THIS ISSUE—REBOUX'S WHITE FELT CAP, FOR THE MOMENTS WHEN YOU TIRE OF THE FRANK, OPEN COUNTENANCE YOU'VE BEEN TURNING TO THE SUMMER SUN FOR WEEKS. FROM THE VISOR CRIM DRIPS A WICKED WISP OF TURQUOISE-BLUE VEIL THROUGH WHICH YOUR EYES SHINE LIKE JEWELS. AND WITH THIS CAP ARE WORN A FRESH SUMMER PRINT AND BIG PEARL EARRINGS THAT ARE SPHERES OF COOLNESS

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THERE ARE THREE VOGUES, AMERICAN, FRENCH, AND BRITISH
ALISON SETTLE-EDITOR OF BRITISH VOGUE -MICHEL DE BRUNHOFF-EDITOR OF FRENCH VOGUE
EDNA WOOLMAN CHASE -EDITOR-IN-CHIEF OF THE THREE VOGUES



"EN AVION" PERFUME CARON'S LATEST SUCCESS



VOGUE'S EYE VIEW OF THE MODE

MORE salaams eastward. Surely you haven't forgotten the splendour of Gary Cooper and his fellow Bengal Lancers in full-dress uniform? Maria Guy hasn't. That turban of hers sketched above is directly inspired by it. Hattie Carnegie has it, as well as the Agnès turban at the lower right.

The second salaam is the dhoti—another swipe from the Hindu male. Half in fun, Mr. Grandpierre (the author of that Indian piece in the last issue of *Vogue*) brought back to Schiaparelli, when he returned from Calcutta, a dhoti, or draped skirt worn by native Hindu students. Out of this came the highly dramatic dress on page 47, forerunner of new lines.

To make the whole story of this intricately draped dress clearer, we inveigled a young Hindu lad to show how he wears his shawl, after the dhoti itself is wound around and between his legs, and tucked in at the waist.

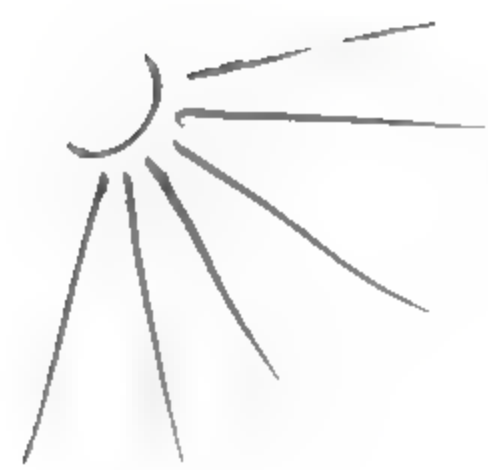
First, he holds the drapery aside to free his stride. Second, on with a printed green cashmere shawl. Third, one end is thrown over his shoulder. Fourth, the opposite end is brought forward. Fifth, the complete costume.

HORST



CECIL BEATON

Mrs. John Balfour Clark, formerly Rhoda Cameron, has the distinction of serenity; the vitality of an excellent horsewoman (she hunts with Essex Hounds); the poise of an accomplished hostess. Her house is at Bedminster, New Jersey



BEAUTY BAROMETER

for Sun or Shade

TEMPERATURE isn't the only thing that makes summer different from winter. The real change is one of attitude. In winter, the dress may count more than the woman; in summer, the woman certainly counts more than the dress. For one thing, there's so much more of her visible. For another, whatever *is* visible is subjected to a light far brighter than the blaze of bulbs in any night-club—the sun. Beach, pool, links, boat—all these are stages set for the show called “Woman.” And that's why summer beauty must be such a very special ritual. Part of the ritual you know, part is news. Learn it by heart, and you'll be Leading Lady!

There are three ways to begin. One, keep your skin pearly white. Two, tan to a deep mahogany. And three, turn a creamy *café-au-lait*. The last one has a definite edge over the other two, when it comes to smartness. But your judges are going to be broad-minded, and let you choose to turn whatever shade suits you best.

If you are staying white, you must have a truly protective preparation for your skin, which you use regularly with care. A silly little parasol that you will grow to love, and refuse to be parted from, even when you wear a sports dress, is a great help. Mrs. Allan Ryan carried a parasol at Palm Beach to keep her fair skin fair (see the photograph on page 45), and the parasol that appears in the little sketch on this page is an amusing one of brown-and-white linen from Lord and Taylor. Or, if you are young enough, wear a sunbonnet, like the one in the sketch on page 45. You can't help but be noticed if you do, because sunbonnets are so absurd, reminiscent, becoming, and infinitely practical. On the beach, enormous hats are not new in themselves, but a hat with a fish-net crown—or no crown at all—is new and charming.

If you are determined to turn dark, you will need a protective oil, used before you go out in the sun, that will let you tan without burning or drying the natural oils. And, if you want to stay velvety and smooth, as well as brown, use an oil *after* the sun, as well. (The Countess di Zoppola, whom you see on page 44, and whose skin is as sleek as a seal's, covers herself with scented oil when she comes in from the beach, and wraps herself in a sheet for an hour before she takes a tub.)



If you are turning a gentle, golden tan, then you'll use emulsions or creams before you go out. They are really more protective than oils, but will still let you tan, and a tinted sunburn cream will keep you from looking pallid while you tan. The real problem of summer sun is the fact that you are certain to tan more deeply across the back of your neck, and in the V of your open-necked frocks—unless you do something about it; and the best thing to do is to use a protective cream on those spots, whenever you are out in the sun—beach or no. That, in combination with a sunburn oil, will give you an even tan. (On the Riviera, many women, who wanted to stay pale for the evening, used pronounced sun-tan make-up in the daytime, especially on the beach—which seems a lot of trouble, but is worth it if you want to be both brown and white. Antoine's lotion, Ocre Mysterieux, proved very efficient for this.)

Whichever colour you decide on, however, don't forget—first, your figure. If you have too, too solid hips or thighs, and feel Gargantuan in the new bathing-suits, there is an invention called the Thermo-Roller that is unquestionably endowed with magic properties. Try it, and watch yourself grow slim and alluring. It's astonishing, quite harmless, and a boon to the human race.

The Lastex bathing-suits are another thing to bear in mind, for their brassière-like tops do wonders for you. Look at that Mainbocher suit on page 61 of this issue and remember the school-day admonition—“Hold your tummy in.” It is no exaggeration to say that if you remember that adage, you'll do marvels for your figure.

Dark glasses are another necessity to summer beauty and have, besides, a strange chic of their own. You'll buy them at an optical specialist's, if you are wise, because cheap glasses may have lenses of unmatched glass full of bubbles and waves that will strain your eyes. Or, if you look like a gnome in smoked glasses, wear an eye-shade, like the one Mrs. Wilson is wearing in the photograph on page 45. And a little cream around your eyes will ward off wrinkles.

Your make-up will be healthily natural. (A deeper-toned powder foundation than the powder you use will give your skin a luminous look.) You'll put very little rouge on your cheeks, but lots of lipstick, generally in clear or yellow-reds. (No purple tones.) The new, softer reds are more natural and less striking than the darker shades. Your eye shadow will be colourless, or light

brown by day, to make your lids shiny, but you still choose from a galaxy of shades at night. For example, if you are wearing a swathed Oriental evening frock or a draped Grecian one, your make-up should be as glamorous as possible—deep, mysterious eye shadows, with perhaps a touch of gold or silver. This is the moment to use mascara on your lashes, and even indulge in kohl, and to make yourself, in general, as exotic as you possibly can.

If, on the other hand, you wear something young, crisp, bouffant—then keep your eye shadow light, perhaps even colourless, for young, luminous effects; and use a delicate shade of rouge, even if you are tanned.

One little word of warning. Lilac is supremely chic for summer clothes by day or night, but don't wear it if you are sallow or deeply tanned. Lilac is perfect for the fair-skinned beauties—blondes, of course, but also striking on dark-haired or red-headed people.

Your nail polish will be a yellowish-red, like brilliant coral, mandarin, geranium, provided you can bear to tear yourself away from the deep shades of winter. (In any case, allow yourself a lot of latitude and imagination on nail polish, because it's fun to change around a bit.) Toe-nails will match your finger-nails exactly. A pedicure is as important as your manicure. (If you want to be brand-new and get an extra-



count with the judges besides, try Elizabeth Arden's henna, painted in a little triangle on your heels, and underneath your toes.) Incidentally, that is Miss Arden's new polka-dot beach bag in the sketch left.

Your hair will be very simple, quite short, giving the effect of being brushed or curled up in back. (Of course, you'll do your hair as it most becomes you; but don't forget that soft curls are far more chic than set ringlets in the summer.) A good hair-dresser will cut and set your hair so that it can be easily managed. He will even give you a two-way arrangement, so that your hair may be brushed slick in the daytime, and changed, with amazingly little trouble, to a more formal arrangement at night. Perhaps so that you can wear a flower in your hair in the evening. (Almost any flower, unstudied in effect—even though it's taken you half an hour to find the exact spot where it will look unstudied!) A bandanna tied round your head by day looks chic and keeps hair from flying about.

Don't forget your elbows! Not only do they show in the country, but with short sleeves so new and smart for town, there won't be an instant when your elbows won't be on view, so treat them well. Softening cream at night and a finishing cream by day will make them soft and take only a few seconds' time to apply.

So there you are—your part in hand, the lines chalked, and your head full of resolutions to be lovelier than ever in these three months of heat, light, and leisure. Let the sun shine and you be the cynosure!



THE COUNTESS DI ZOPPOLA INVITES THE SUN

CECIL BEATON



MRS. HARRISON WILLIAMS BASKS IN THE SUN



MRS. R. AMCOTTS WILSON ADJUSTS HER SUNSHADE



MRS. MORTON SCHWARTZ RETOUCHES HER LIPS



MRS. ALLAN A. RYAN, JUNIOR, ESCAPES HER PARASOL





ALIX (BERGDORF GOODMAN)

HORST, PARIS

DRAPERY

Alix sculptured the gown on the opposite page out of thin white jersey net, draping it into liquid folds. The skirt, surprisingly, is caught at each ankle, like a Nubian slave's trousers. You drape the blue chiffon scarf as you like. Mauboussin jewels

Schiaparelli takes a dhoti—the draped skirt of Hindu students—as inspiration for the dress at the right. Made of striped silk Indian muslin, one end of the drapery slips between the feet and ties at the waist. Schiaparelli made the topaz earrings



SCHIAPARELLI (BONWIT TELLER)



JEWELS FROM MAUBOUSSIN

MAINBOCHER—artist in drapery—loops the skirt of this crêpe dress fastidiously, ending the drapery on a row of buttons. The colour is the red of a Veronese painting; the trimming, a riotous bunch of sweet-peas; Milgrim



HORST

LELONG goes on handling drapery like a decorator. Across the high back of this fuchsia-red crêpe dress, he swings a graceful swag of the material; and at the back of the skirt, a horseshoe insert trails into a long train

• Mists of net floating through the summer night in filmy dresses and scarfs that tangle around shoulders. Net that's stiffer, coarser than heretofore, but forever alluring. Chanel uses it in black for the shadowy dress at the right—gigantic of skirt, accompanied by a great triangular scarf, and spiked with pink flowers



CHANEL (SAKS-FIFTH AVENUE)



Net

- (Left) Lanvin stacks ruffles of crisp black net on your chest, and streaks each one with silver. The lavish drift of net that is the skirt floats back like a filmy cloud
- (Second) A mile-long swag of violet net for a scarf. Violets on your shoulder. Mossy green leaves around the chest. And Molyneux's pale green dress of rayon cloqué

LANVIN (SAKS-FIFTH AVENUE) • MOLYNEUX (BENDEL)



ROCHAS' SUITS (RIGHT, SAKS-FIFTH AVENUE)



PIGUET'S WHITE WAFFLE PIQUÉ AND BLACK WOOL OUTFIT



PAQUIN'S CAPE-SUIT



LANVIN'S WIDE-SKIRTED BLUE TAFFETA DRESS (SAKS-FIFTH AVENUE)

Paris MIDSEASONS

QUICKLY, find a full-length mirror with a long vista. Watch yourself walk towards it. Then get the feeling of the new clothes up and down your spine before you try to wear them!

They're young, flip, and flaring for daytime. Can you walk free and straight like a young Diana? Can you whip down the street with a nice easy stride that throws your pleated skirt around your knees in little ripples?

They're suave, draped, and floating for evening. Can you make the sort of entrance that would do credit to a Tanagra come to life? Can you hold your head as though you had balanced an urn on it for years?

You must learn, for half the excitement of the Mid-seasons was seeing these new clothes in action. The designers visualized them on vital, moving figures, poised and sure, modern or classic. No more Victorian mincing. No more gathering up of giant skirts for the waltz. No limp Miss Bas.

Whisk go the Mainbocher mannequins in little capes with round childish collars, in bell-hop jackets and flared skirts. Striding like boys go the Rochas models in their dashing little pleated skirts and tailored taffeta jackets. (There



VIONNET'S YOUNG CONFETTI-DOTTED TAFFETA DRESS UNDER A BLUE TAFFETA COAT (BERGDORF GOODMAN)

are two of them here—complete with Maria Guy bonnets.) And Patou's models in sports skirts box-pleated all around. Lanvin's bell-shaped taffeta dress is made for pirouetting (we show it on the facing page, worn with Lanvin's baker's tam); and Maggy Rouff has set in a burst of sun-pleating to give you leg room. Even the dignified Vionnet gives you full-skirted taffeta frocks—young, frivolous, and made for action. You can see one above, worn with a puffed-sleeved coat and Reboux hat made of straw that's so supple you can put it in your pocket.

At night, the tempo slows up a bit. The liquid drapery of Alix flows around your body as you move. Schiaparelli's dhoti changes form with a breath of wind as the mysterious draping of the skirt is concealed, then revealed. Molyneux's straight, strapless sheaths have huge net scarfs to float out behind you or hang breathlessly poised on your bare shoulders. Lelong drapes the backs of skirts into swaying horse-shoe-shaped folds. All of these are beautiful in motion.

So, for a little while, you may walk in your straight and narrow skirts. You may even bob about in the evening in your bouffant gowns, for the big houses continue to give us

picture dresses now, because they are so right for summer evenings. Nevertheless, the transition is with us, and the *couture* is looking towards autumn, when you will be draped in grace. But we're becoming prophetic, and we must tell you more specifically what the Great Houses propose for your summer days and nights.

EVENING GRACE: Drapery, drapery, drapery, in as many variations as there are big fashion names in Paris! At Alix's, it's extreme, but strange and exciting. Great swathed folds of fabric, inspired by the Orient or by the classic Greek. That sensationally dramatic Oriental theme that Alix followed in the Spring Collections continues, but now there are no more saris, and the interest is around the legs. There are voluminous trouser skirts, and drapery looped between the legs. One blue gown—narrow, split almost to the waist in front, then looped between the legs and beaded around the ankles—was shown with beaded flat sandals to match. In striking contrast is a magnificent gown of black velvet—cut with a deep V front and a full-length cape in back. And at Alix's, too, a beautifully cut taffeta dress with low-placed fullness made a surprising appearance. (Continued on page 127)



PATOU (BERGDORF GOODMAN)



MAGGY ROUFF (MILGRIM)

At the Races the dress above was a burst of fan pleating. Pleats from neck to hem; more pleats on the sleeves. (Other dressmakers, too, are ironing pleats into everything.) Beige shantung is the fabric—nice with Agnès' natural straw hat with black ostrich tips • At the left is Patou's semi-tailored suit of black organza—worn at the races at Maisons-Laffitte and perfect for summer in town. Patou's Panama hat has a red gardenia

SCHALL, PARIS

Vogue's Golden Rules for Summer Beauty



The pavements scorch, the sun beats down,
You curse the hours you stay in town.

For summer's here and so are you
And now we come to what to do.

To what you need to face the heat
And stay exquisite, cool, and neat.

The world of woman's cleft in two—
One-half won't burn, the others do.

Let those who hold their pallor high
Avoid all contact with the sky.

Anoint themselves with guardian creams,
And in the shade pursue their dreams.

But you who ape the octoroon,
Need never fear the rays of noon

Just rub on cream or oil in turn
To help the tan, but stop the burn.

(And you must not forget to use
In make-up, warmer, richer hues.)

If either school has flaunted fate
And left protection till too late,



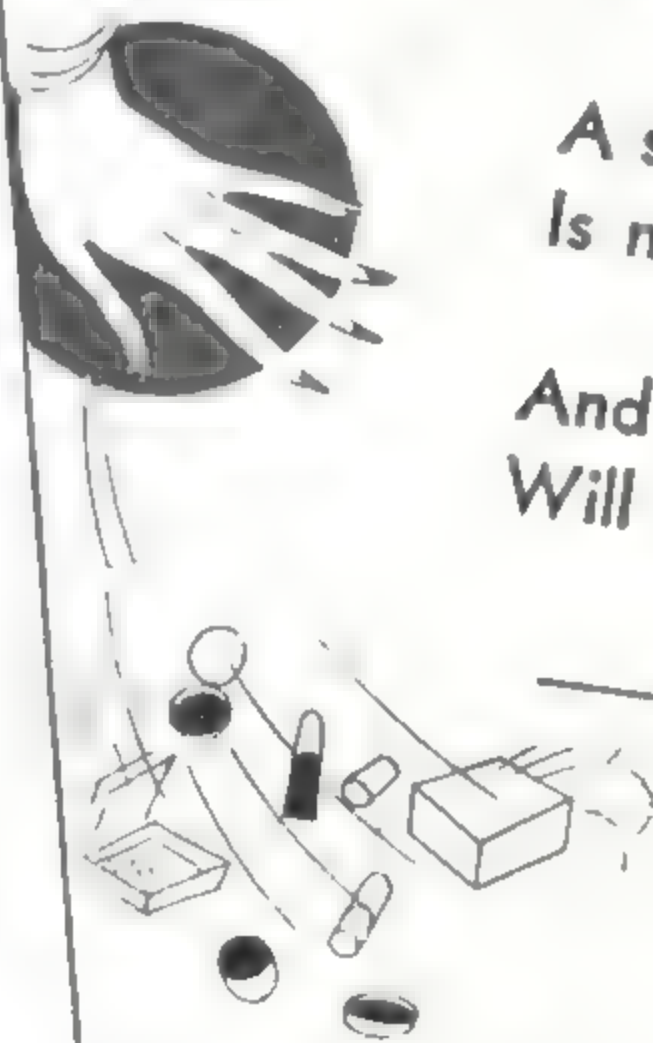
There's healing ointment to apply
To skin that's sorely burnt and dry.

Now, Water-babies—pay close heed
While we discourse on what you need.

Mascara, proof against a dip,
Lipstick that stays upon the lip.

And brilliantine—a ducky notion
To keep your hair dry in the ocean.

The sun is hard upon your eyes,
So use eye lotion, and be wise.



Two things there are for hands and feet
To keep them beautiful and neat:

One's softener for the cuticle,
One's polish for the nautical,

Whose toes and fingers on parade
Should glow in the same ruddy shade.

Remember—hairy legs and arms
Are not considered summer charms.

Therefore depilatories are
Essentials in your beauty bar.

To sweat is human but not nice—
Discourage it at any price.

For any lack of freshness in
Your person is a major sin.

Both schools, the Brownies and the Whites
Should follow these hot-weather rites:

Just after bathing, douse the skin
With clear Cologne from toe to chin;

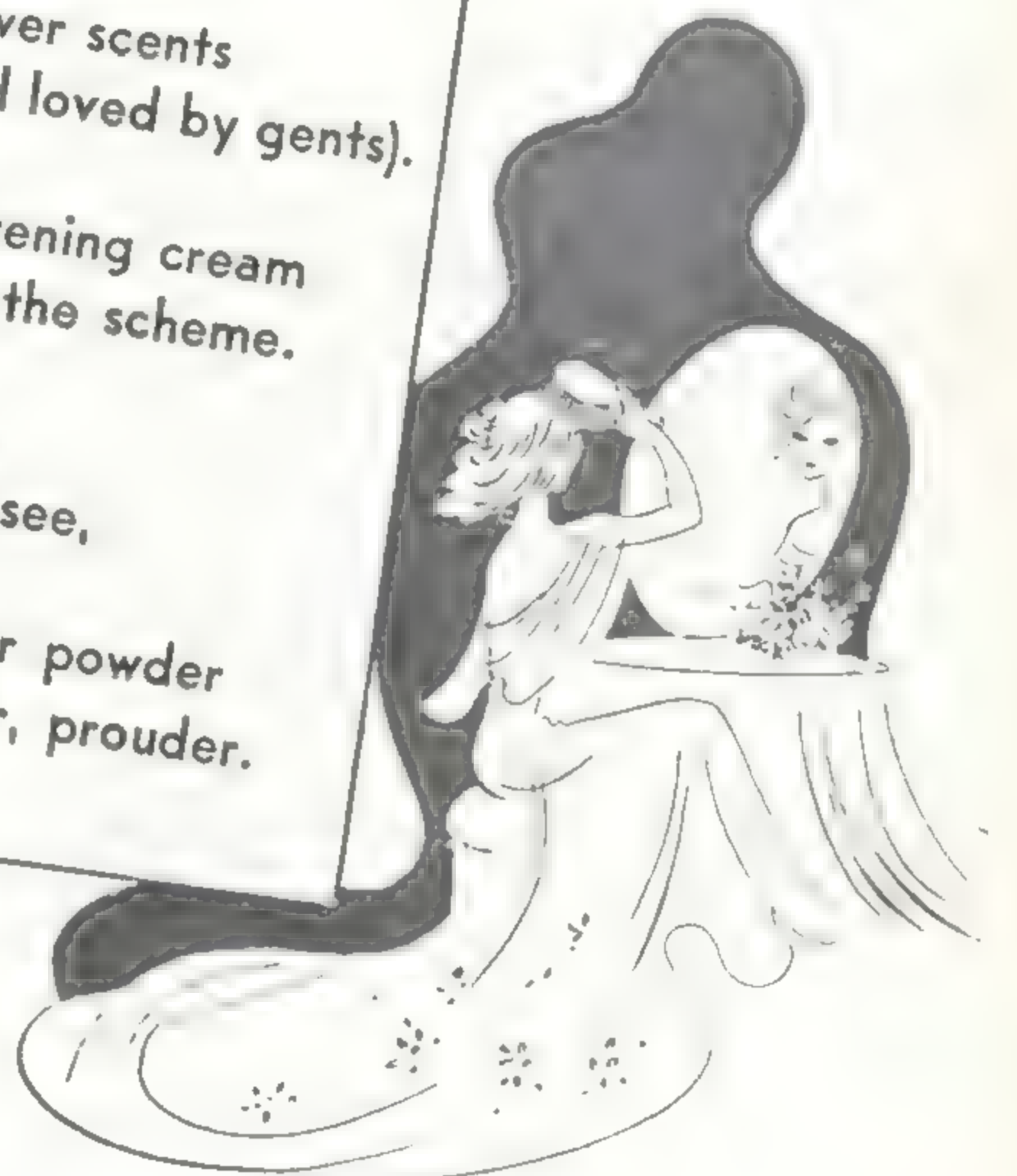
Then dust on powder by the ton—
Fresh, scented, cool, and lots of fun.

While on this topic, flower scents
Are best for summer (and loved by gents).

For leathery hides, a softening cream
And tonic cool complete the scheme.

A shiny skin on you or me
Is not a pleasant thing to see,

And light foundations under powder
Will make your faces cooler, prouder.





COIFFURE BY ÉMILE OF RAM, PARIS



COIFFURE BY JOSÉ, PARIS



PADOVA SHOES; ALL FROM SAKS-FIFTH AVENUE



HORST

COIFFURE BY ÉMILE OF RAM



POTTIER

Top to Toe

A—If you want to be a Puckish version of Madame Récamier, copy the lass at the far left: tie velvet ribbon around your head (corkscrew curls tumbling down) and put your feet in kid-trimmed white satin slippers (A) with baby French heels
B—If your dress is Directoire, like the centre muse's, bind your head (flat ringlets on forehead, curls on top) with a fillet and wear invisible stockings (or none at all) with the half-inch-heeled sandals (B) of gold and velvet kid
C—If your gown, like the goddess's above, is pure Greek, and your nose not too flighty, perch Boinet's gold crescent, Diana-like, on your head, part your hair in the centre, and slip on almost heelless Greek sandals (C) of silver and gold kid



DETERMINED to keep their bodies as young and supple as did the women of ancient Greece, these nine modern Nausicaas have lined up on the beach for their exercise class, and Eric has drawn them in a striking frieze. What's new about them? What is it that makes them look definitely Summer, 1935?

Colours, for instance—strange greys and caramels and ink-blues. Satin Lastex, slithery and seal-like. Lace.

Whether or not you are fed up with intensive sun-tanning (and most of us are), two flattering new bathing-suit colours are cocoanut and caramel. They're both perfect affinities with moderate tans. Or try cold glacial blue. Or grey—but a deeper Oxford-grey than you saw last year. Or yellow, tinged with orange. Or ink-blue or black—so ravishing in slippery satin.

By all means, consider one of these new satin Lastex suits. In one of these, you come out of the water glistening like a seal. And, shameless as it sounds, lace is a newcomer in bathing-suits. Not filmy lingerie lace, but firm lace just porous enough to let a little sun filter through without any danger of immodesty. Look at the Dilkusha suit on the eighth mermaid.

If pebbles in your beach shoes are a minor irritation, Maria Nowitzky recommends sand-boots—loose linen galoshes with flat leather heels and soles, which you yank on with one jerk. The girl in the Zouave pants wears them.

Heim has hit upon a fresh idea for his maillots and Tahitian pareus—printed jersey. Gay orange-and-white stylized prints that create an illusion of slenderness, since they break up broad expanses.

Wider and wider spread the new beach hats. Some of Heim's are big as parasols and flat as gramophone disks. Others are only brims—you drape handkerchiefs or veils for crowns. Then there are piqué or plaid linen sunbonnets and Martinique turbans.

Beach

- To start you off straight, these captions refer to the two right-hand pages of the inside strip, which you can hold open as you read this

- The first beach-comber (at the right of the instructor) is very Zouave in her Nowitzky bolero of straw-braid over white crash trousers. The Nowitzky sand-boots are of white linen with flat leather heels; all from Bonwit Teller

- Suave and sleek is the second suit, of ink-blue satin, fitted like good lingerie; Bonwit Teller and I. Magnin

- The third suit, enormously feminine, is a lace maillot from Dilkusha, cocoanut coloured and edged with coarse tête-de-nègre lace. The long V-shaped insert makes you sylph-like

- The last outfit, also from Dilkusha, is peasant-like, with its full black cotton apron shirred in back and hooked over a maillot of natural linen



Combers

- These captions refer to the two left-hand pages of the inside strip
- The first beach outfit is a suit, impeccably tailored by Mainbocher. Both jacket and shorts are made of mattress ticking; Saks-Fifth Avenue
- The second, also Mainbocher's, has long plus-fours and a jacket of checked gingham; Saks-Fifth Avenue
- White ribbed knit is used for the third suit, with its square neck, Lastex waistband, and little skirt—a Sacony model from Jay-Thorpe
- The fourth is a two-piece Jantzen suit with a slip-over top that ties around the waist; Wanamaker
- The four suits described above are also to be had at I. Magnin
- Number five is a faintly naughty Bradley suit of white wool mesh over a taffy coloured jersey maillot. The halter neck is adjustable; Lord and Taylor

OUT of the water, you have two alternatives: to be impeccably tailored or determinedly picturesque. If the former, order a suit of jacket and shorts with as much care as you do a riding-habit. Sink a decent sum of money into it. Have an expert tailor make it. Insist that the jacket fit like your town suit and the shorts be hung like English trousers—creased front and back. Have it made of mattress ticking, perhaps—a Mainbocher inspiration that tailors like a dress. This fabric is a heavy white cotton with a silky-looking monotone figure in it—and we think it will be one of the sensations of the season. You can see what it looks like on the girl farthest left on the colour strip. A bright silk scarf at the neck adds a final fillip.

Other points in the tailored school are Heim's neat tie-silk coats and Molyneux's finely tailored slacks and shorts (neither of which is illustrated).

Tip for your husband: Knize makes men's shorts, the top of which migrates far above the belt to give that long-legged look.

If you can carry off the picturesque, go Turkish or Arabian. Wear those pseudo-native Arabian seroual pants, bloused between the legs and extending below the knees, with intricately wound brassières, as Alix and Schiaparelli do them. Or Piguet's hooded cape that shelters your head from the sun. Or Heim's enveloping Arabian burnoose, seamed down the back and worn with a long skirt and brassière, and burdened with a four-inch amulet.

As for beach oddments, not too serious: blobs of dried potter's clay make amusing beach necklaces and bracelets at Heim's. Their warm brickish colours are grand. If you wear a belt with your maillot, have it wider this year—and perhaps of linoleum or straw. (Maria Nowitzky uses straw for trimming her jackets.) And, as a final holiday gesture, lug to the beach one of Schiaparelli's news-print parasols. They're good talk-starters!











PORTUGAL'S SUN-DRENCHED BEACH, ESTORIL, WITH PEAKED MOORISH TENTS FOR CABAÑAS

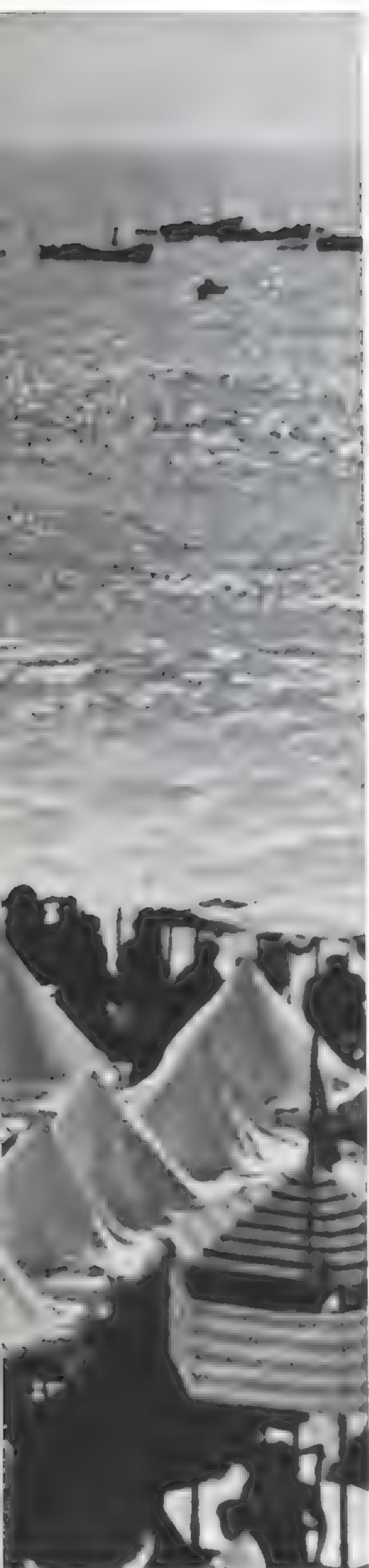


PEASANT BELLES CARRY FISH

PHOTOGRAPHS BY RELANG



LISBON WOMEN CAN DANCE WITH THESE JARS ON THEIR HEADS



PORTUGAL

THE NEW MECCA

EUROPE has unearthed a new playground—a new sanctuary of peace and picturesqueness. Age-old Portugal and its sunny beach, “Estoril”—where Vasco da Gama may once have left footprints, where now cabañas like white-peaked Moorish tents are pitched over smart heads.

The roads to Lisbon are thickening with people heading there—for all sorts of reasons. The sun. The buoyant Atlantic air. The riots of flowers. The unspoiled local colour—salty fisher-folk, old ports, ancient ships, strange costumes, stranger customs. Or for the shamelessly low cost of life and gasoline and food (heavenly sea-food; Porto on location) and servants. For about seventy French francs a month, a perfect chambermaid who into the bargain will dance the *Vira* for you and sing native haunting *jados*. And for about six hundred francs a month—an utterly charming house in a great tropical garden. Or they go to the bull-fights, or golf, or boating, or swimming. Or to see the fabulous architecture that the early navigating Portuguese designed from ropes and anchors and sea fossils and other nautical em-



PORTUGUESE PICADORS RIDE IN STYLE

blems. Or—still more reasons for going—to bring home beautiful tiles and faience; or to taste the hospitality of a race who once, as a gesture to honour their guests, broke all the porcelain after dining (later using it as plaster walls). Or just to loaf—where no one seems to do anything else—to rise late, go to bed late, dine after nine, and talk and sing and play the guitar until three in the morning, often without benefit of electricity, but in the lovely glow of pink candles. And to have, in all this charm, the comfort of paved roads, excellent hotels, and extra-rapid telephone.

The time to go is either in June, for the local fêtes, or in September. At Lisbon, one stays perhaps at the Avenida Palace Hotel, near the station, or, for a longer visit, at the Hotel Aviz, where the food is excellent. Within an hour by motor, along lushly flowered roads (or half an hour by train), one finds the beach of Estoril on the Atlantic. The Hotel Estoril Palace—another Miramar—has prices resembling those of all the palace hotels of the world. There are golf, boating, swimming, tennis, a gambling casino, and fascinating walks in the vicinity. Close by is the tiny picturesque port of Cascaes with views of the “Mouth of Hell” and jagged cliffs beautiful in the moonlight.

Not far away is the mountainous little city of Cintra, called by Byron “a glorious Eden, perhaps the most beautiful little town of all Europe, with the ancient royal palace”—“Paco de Cintra,” of Gothic, Moorish, and Manuelin styles with marvellous tiles. Topping a mountain, one sees the ancient château of the Moors—and the Château de la Pena. Byron lived not far from there, and it was there that he had the first idea for *Childe Harold*. And near here, too, is the quinta of Montserrat, one of the most impressive private



FISHWIFE FASHIONS—LONG BLACK WOOL VEILS UNDER ROUND HATS



RELANG

HEAVY BLACK WOOL STOCKING-CAPS AND GAUDY PLAID JUMPERS AND TROUSERS GLORIFY THE FISHERMEN



DESCENT FROM THE SALT-MINES

properties in Portugal, owned by the Vicomte Cook de Monserrate, of English origin. Its park, designed by the English gardener Burt, is a garden of the entire world: Hesperides oranges, American pines, Liban cedars, African and Brazilian palms, Chinese bamboos, aloes, magnolias, ferns, camellias, giant fuchsias, and so on.

At Lisbon—one must visit the Monastery of Jeronimos and the Church of Santa Maria de Belem, constructed under King Manuel I., rich with nautical architectural motifs of rigging ropes, palm-trees, and sea fossils. And the Museum of Ancient Art, with its famous Portuguese primitives—especially the great portrait, by an unknown artist, of a nun holding a coral rosary—a pure masterpiece of the sixteenth century.

Here, too, is the magnificent collection of gold earthenware by the French goldsmith, Germain, and Cousinet silver gilt table statuettes. And the Museum of Royal Carriages, the most important in Europe, contains the coach of Philippe II. and the coaches of the Marquis de Fontes, of Italian origin, used when he was Ambassador in Rome to Pope Clement XI.

And one must wander through the ancient quarter of Lisbon, called Alfama, with narrow, tortuous streets, washing hanging from the windows above beautiful balconies and exquisite tiles. Judea-trees in blossom. Cobblers and fishmongers. And at night, under the moonlight, all the natives singing the sad (Continued on page 106)

Shop-hound

RUNS THEM DOWN




A With lazy summer days coming on, you should fortify yourself against inertia by having a lot of inspiring knitting yarns around. It might take you all summer to knit one sweater, but you will fool yourself and all of your friends into thinking you are industrious by displaying your work in progress and visibly knitting a row on it once in a while. However, everything should be made as easy as possible; no knots to untangle, no balls of yarn rolling under chairs. You can eliminate these evils by putting your yarn into Hildreth's yarn holder—a ball-like affair of composition that has a hole in the top for the yarn to feed through. To be found at Lewis and Conger, for about \$1.25.

B Lillie Ditten, Inc. (at 798 Madison Avenue) has some inspiring French yarns that will give you ideas. They are in strange off-shades and in mixtures and, when knitted up, produce equally strange textures (about \$1 or \$1.50 a ball). Mrs. Ditten is clever, too, about having unusual gadgets with which to trim sweaters: hand-wrought copper and silver buttons and buckles, and shell buttons that can be dyed any colour. The latter are made of real shells, matched in sizes and shapes and with holes bored so that they can be sewed on. Mrs. Ditten also has a wonderful taffeta knitting-bag with one flap stiffened so that it fits under the cushion of your chair, and the other flap with a pocket to hold yarn. This hand-made bag costs about \$5, filled with yarn and needles, and makes an excellent bon-voyage gift.

C And while we are on the subject of knitting; the two enterprising girls who run the Knit-A-Bit Shop, at 135 East Sixty-Third Street, have branched out from simple knitting into sponsoring tapestries. Mr. Clement Hurd makes designs for them, both traditional and modern, and, when you start on your tapestry, you are provided with a drawing that gives you the key to colours and all. His modern designs with circus motifs are delightful and will amuse your great-great-grandchildren. Prices start at about \$35 for yarn, design, and instructions. There are good buttons here, too—glazed pottery ones in at least twenty-five colours and shapes, at from about \$1.50 to \$2.25 a dozen. These buttons can be initialled to order.

D Thérèse Margaret Clayton has a gift shop, at 796 Madison Avenue, that is run with the one idea of answering the "What shall I give?" question with distinction, regardless of the amount of money you have to spend. She has bits of jewellery from all over the world: enamel and bamboo bracelets from China (about \$6 each); a necklace of minute shells from the Fiji Islands (about \$7.50); a gilt filigree pendant of two pomegranates from Borneo (about \$35). She also has embroidered Chinese sleeve bands to frame and hang in a Chipendale room (about \$12.50 a pair).

E Le Bas, at 47 East Fifty-Eighth Street, is a shop with a mission—to teach women the facts of life about hosiery. This shop gives practically a custom service, since your legs are measured here, the proper length of stocking given you, also the right weight for sports, or travel, or evening. You're even supplied with the best olive-oil silk soap to wash the stockings with—in case you buy three pairs. There are grand sandal hose here, with and without reenforcements—sheer as tissue-paper and far more flattering than bare toes. Everything is sold behind a bar-like arrangement by uniformed and obliging girls. Prices range from about 85 cents to \$1.65.



Day in, day out, Shop-Hound makes the rounds of the shops of New York, searching out meaty bits of news. While she can not undertake shopping commissions, she will be glad to give information. Write to Vogue, 420 Lexington Avenue

F Cammeyer has some grand new summer evening sandals in gold or silver with inserts of gaily coloured Paisley print in the toes and heels, and Paisley linings. This shop will use the print of your own evening dress, if you prefer—which would make as individual a slipper as you could find (about \$12.50). If you go heelless when you dance, look at the flat-heeled gold-and-silver sandals with square toes, which cost about \$10. Somehow, square toes do a lot of shortening. I liked the English calf sports shoes, because they are so soft that it doesn't seem possible that there can be an ache attendant to the breaking-in. This shoe has a flexible welded sole and a built-up leather heel and costs about \$8.50. And don't forget what quiet and efficient service you get at Cammeyer's. (Continued on page 102)

Refresh

Madame's navy stitched
bandie hat with
one red poppy;
Jany-Therpe

Bright green chiffon
with a cape of
splashy flowers;
Genais

Draped white organdie
with gardenias;
Bergdorf Goodman;
J. Magnin

Green-and-white
dotted silk dress-
white linen jacket;
Best

Cocoa-and-white
hand-blocked linen
dress; cocoa jacket;
Fortnum and Mason



yourself

Right-Early American
Fashion Field, cotton beach
dress; Altman

Peter's black straw
hat with pink
ornaments,
Gripstein

Left-White piqué
navy lacings;
Rose Amado

Right-White piqué with
navy-and-white organdie
bow; Best; Marshall Field

Excellent all-white
spectator sports shoes
from Winkelman





THE brass band plays on the pier, the telegraph boys wave yellow blanks, shouting, and I say a soundless and nostalgic farewell to this incredible city that glittered and trembled below my turret rooms at the Waldorf-Astoria, to its brilliant gold light and crystalline air, to its uncontrollable energy. And as the drowning man sees in one flash all the events of his past life crowding kaleidoscopically by, so, as I set my foot on the decks of the east-bound liner, do the events of the winter pass in parade through my mental vision.

As a photographer and painter, it is only natural that this scrap-book should be an optical one. My stay in New York was a series of images, most of which I have tried to capture on film and show you here.

Image No. 1 is Merle Oberon, exotic, suave, tender, who paints her forehead silver and her high cheekbones gold to look luminous on the screen.

Image No. 2 is Marlene Dietrich, who came to the Waldorf turret for two weeks and stayed six, giving herself and all of us a wonderful time, pulling infinite strings, dazzling the lift-boys. She, like many of the other beauties, was induced to wear a dog-collar and pile her hair elegantly high for the picture.

The exquisite Princess Nathalie Paley is Image 3 and 5, a newcomer to these shores and a great asset to the otherwise unmultiplied ranks of beauties. In No. 3, you see her with Victor Kraft in a still of a film designed by Tchelitchev to show her delicate beauty in attitudes of fantasy that Hollywood would scarcely attempt.

No. 4 is another interesting visitor, Eleanora Mendelssohn, the famous German actress—elusively delicate—whom we are to see on the New York stage.



Against a Dali picture is Mrs. Charles Schwartz. Image No. 6. The surrealist miniature-painted pictures of Dali created a sensation, but his reputation as a serious artist was somewhat marred by cheap publicity and by Mrs. Crosby's stunt party.

Flower-crowned and spring-fresh are Mrs. Arthur W. Richardson and Miss Marjorie Oelrichs—Images 7 and 8—posing before John Kane paintings, of which more anon. And in 9 and 10, the ravishing Balinese-dancer-like Mimsi Taylor postures, dramatically swathed in black paper.

Balanchine, the famous ballet-master, fantastically holds aloft the talented foot of one of his American Ballet pupils in Image 11.

Prone against print is Charles Ford (No. 12)—one of the youngest and most distinguished of American poets, after Cummings and MacLeish. Together with Djuna Barnes, George Antheil, and Glenway Westcott, Charles Ford has joined the group of expatriates from Paris and has finished his first novel—*Life of a Child*—to be published in the autumn by the Vanguard Press.

The last image on these scrap-book pages (No. 13) is the mad, versatile, prolific Cocteau, pivot of modern French expression, writer of amazing memoirs.

The kaleidoscope changes now to mental images, not caught by the camera, but no less significant of my New York months.

Mr. H. G. Wells returned from Washington pronouncing chaos at hand and advising us to hie to the South Sea Islands to a hut on their palmy and unregimented shores. Nevertheless, innumerable people have thought fit to light the candles and give very





excellent parties. Every time a ship comes or goes is excuse enough for celebration; so we have told the driver an infinite number of times to go as quickly as possible to 1040 Park Avenue, 1130 Fifth Avenue, to the Casino, the Persian Room, or the Saint Regis Roof. We have careened around the city in vast numbers of private buses, eating each course of a five-course dinner at a different home. But thank heaven, there have been fewer stunt parties, for New York is not the place for them.

This was Mr. Anthony Eden's great winter—so great that it strained his heart—and Mr. Johannes Brahms'. It was certainly not Noel Coward's. The winter took magic from Garbo, judging from her latest picture; but bestowed it on Flagstad, bringing this incredible Isolde into the Metropolitan limelight, crowding the theatre to capacity with her sublime voice and generous simplicity of acting.

The plays that flash through my mind are "The Children's Hour," distinguished and harrowing, Clifford Odets' "Awake and Sing!," as good as his two communist plays were bad—, and the ebullient "Anything Goes!" Even now, I find myself humming "You're the Top" and "I Get a Kick Out of You," two peerless tunes. And I have an abiding (and audible) weakness for a little ditty of this winter called "I Won't Dance."

The films that fastened themselves on my memory are few. The Russian picture, "Chapayev," the grotesque "Moscow Laughs," the early Charlie Chaplin films at the Trans-Lux, and The March of Time—a more elaborate, edited technique in newsreels—were, to my mind, the only landmarks.

Ballet, though, leaps to my mind. There was so much of it this winter, so gaily performed. The young American dancers pirouetted with such verve on their début, proud of each entrechat, guided by the genius of Balanchine.

This year brought, too, several exceptional exhibitions. At the Valentine Gallery, pictures by John Kane, the Pittsburgh miner, who died a year ago, were given their first New York exhibition; and (Continued on page 114)





- Here are some more images of the New York winter caught by my camera lens. 1. George Gershwin, composer of popular mellifluidities. 2. Gregor Piatigorsky, fiery 'cellist. 3. Vladimir Horowitz and his wife, the daughter of Toscanini. 4. An American Ballet dancer attitudinizing in a black-and-white checked street dress from Jay-Thorpe. 5. The copper-haired Mrs. Harry Payne Bingham, junior, who, as Lilla Fiske, eloped to evade a formal wedding. 6. Mrs. Robert H. McAdoo, pert and exquisite in dog-collar, flowers, gauze. 7. Miss Mimsi Taylor, very Edwardian again, in a Reboux garland from Bergdorf Goodman
- 8. Mrs. Harrison Williams, decked in water-lilies. 9. Mrs. Marshall Field, also en fête. In No. 10, two more American Ballerinas make patterns—one (left) in an India cotton print (from Best); the other in pink linen (Lord and Taylor). 11. Katharine Hepburn with flowers in her hair. No. 12, Mr. Agrippino Manteo manipulates his ferocious golden puppets in the drama of "Orlando Furioso"



A COAT FOR FORMALITY

- For your entrances and exits, a white taffeta coat, three-quarters length, chiffon-lined, to match the flower lapels; Bergdorf Goodman.
- Under it, any one of the three formal dresses above would be perfect
- First, a dress of dark blue shirred marganza; Bergdorf Goodman
- Next, a regal white chiffon gown, with a halter of white flowers and long, flaring ends looped below the décolletage in back; Gervais
- Right, a vivid red dress of alpaca chiffon, with flowers on the front and an effective white border around corsage and hem; Hattie Carnegie



A CAPE FOR BOUFFANCY

- Ideal for the three bouffant evening dresses above is Molyneux's pale blue satin cape, with a huge collar, or hood, as you like; Jay-Thorpe
- At the left, an airy, pale blue dotted Swiss, with little bands of white cotton lace and a flaunting red taffeta sash; from Altman
- The intricately pleated dress, centre, is of greyish-mauve chiffon, trailing in back, with a stone-studded leather belt; Lord and Taylor
- The full-skirted black taffeta dress at the right has a red, white, and black lace jacket, tied with small taffeta bows; Hattie Carnegie

Hand-Picked



9 A. M.—MRS. MORTON L. SCHWARTZ STARTING THE DAY



9 30 A. M.—MRS. JULIEN CHAQUENEAU BREAKFASTING IN BED



12 NOON—MISS FREDERICA VANDERBILT WEBB SHOPPING BEFORE LUNCH



2 P. M.—MRS. JOHN M. SCHIFF KNITTING BEFORE LEAVING FOR THE MATINÉE



EIGHT pairs of hands . . . rhythmic, slender . . . clocking off the day. Hands that are idle, active, languid, relaxed . . . all of them sculpturally beautiful, all of them groomed to the finger-tips. You'll notice that all of these arbiters of hand fashion scout the idea of completely covering the nail with colour. Some of them keep the tip entirely free of lustre. Most of them have a final coat of shiny, colourless polish applied right to the edge. Five of the eight favour the darker shades of polish, while three of them have abandoned the vivid hues for the more delicate shell-pinks. All of them agree that even the most naturally lovely hands need to be looked after if you'd keep them flexible and smooth. If you peruse the pages of this issue with the care they deserve, you will find notes and news about polish and its application





- The first frock is of flowered chiffon, with a shirred jacket, a brilliantly contrasting chiffon scarf, and a silk slip—the perfect dress for a June wedding. From Franklin Simon; \$30
- Town and your best beau might be the background for the second frock, of a sheer crêpe that is especially nice in navy-blue or Dubonnet-red, with white piqué daisies growing unexpectedly around its short kimono sleeves. From Best; \$22

- Heavenly colours and the Alix top, with short sleeves, make the third dress of washable crêpe ideal for country clubs and bucolic (but chic) Sundays out-of-town. Saks-Fifth Avenue; \$20
- The frock farthest right on this page has a dark coloured redingote of polka-dotted silk crêpe to make it metropolitan. Minus the redingote—and outside the city limits—, you have a short-sleeved white silk frock. From Lord and Taylor; \$30

VOGUE'S

finds of the fortnight

JUNE is the month of golden sunshine, romantic weddings—and clothes problems. How can you look truly chic at those weddings, and still have a dress that you can wear all summer? What can you wear to lunch in city sidewalk cafés, or on country club porches? Is there anywhere a frock that is equally smart in town and country, and practical for transportation between the two? And your first summer evening dress—is it possible to find one that will be as appropriate in August as it is now? On these two pages are the answers to all these questions: A frock for a June wedding, a day in town, a Sunday in the country—or even all three. And your evening dress, on this page, as well. While you are planning your June clothes, there are some things you shouldn't forget. Cart-wheel hats and medium-brimmed sailors—especially the ones with turned-down brims—are excellent complements to summer frocks. Short gloves like a child's are nice for hot weather. Navy-blue and white are smart in unison; and the deep Dubonnet-red is new and chic and surprisingly cool with white. And don't forget flat heels, pale stockings, and fresh flowers in the evening.

- The flowered chiffon evening dress on this page is formal enough for gala affairs, without its jacket. With the jacket, it becomes a dinner-dress of dignity and charm. The brilliant taffeta sash contrasts with the flower colours. Women's sizes; Wanamaker's; \$35

FOR A COMPLETE LIST OF SHOPS IN OTHER CITIES WHERE ALL OF THESE SMART MODELS MAY BE PURCHASED, TURN TO PAGE 33





DESIGNED BY BERGDORF GOODMAN



SUIT FROM ROSE AMADO

TURNER'S GOWNS



A BONWIT TELLER ORIGATION

NELSON



(LEFT FIGURE) SAKS-FIFTH AVENUE DESIGN • (RIGHT) BRUCK-WEISS

• They're the tops. First, the setting—the Gardens of the Nations, on a setback of Rockefeller Center. Then, the clothes—all of them cool to wear and to look at on hot summer days, and some of them original designs by the shops that present them

- Lady and Statue (opposite page), with the lady crisp in a navy-blue and white printed silk and a snowy grosgrain toque, wreathed with hyacinths (Bonwit Teller)
- (Upper left): a printed silk jacket dress and straw sailor (Bergdorf Goodman)
- Red-and-white printed silk suit (second), spiced by Jean King's burnt straw cloche
- Next, white blobs on red chiffon, shaded by Marion Vallé's starched linen cart-wheel
- (On this page): the printed silk dress in two smart versions—a riotous bloom of bright colours (left), paired off with a subtle grey, black, and yellow flower print

Roof Tops



CECIL BEATON

IONIC CAPITAL FROM DÉCOR LIMITED

Mrs. A. Gibson Paine, junior, wears her simply draped white chiffon evening gown with a distinction that rivals the young appeal of her daughters, the Misses Maud and Dorothy, also in the airy whiteness of chiffon

THE *Middle* AGES

YOU are over fifty; maybe you are a slim, hard-muscled woman who can beat your daughter at golf, who can dance with an enviable rhythm, and who can buy your clothes in the Misses' Department and walk out without having them altered. Or maybe your muscles have played you false, and your figure has spread in some places and contracted in others, and you complain bitterly that you "can't wear these youthful clothes." Why can't you?

"Because," you say, "they are all designed for little slips of girls."

Wrong. They may be shown on slim models, but manufacturers would go broke if they made only models that couldn't be adapted to larger figures.

"Because," you continue, "young clothes never fit me. They are too big in the shoulders, too tight in the hips, and the waist is in the wrong place."

Have you ever tried half-sizes? Every good Woman's Department has them now—and in youthful models, too. These sizes are proportioned to take care of the settling job that Nature does to the figure after fifty, and the woman who is better fitted by half-sizes is the rule, rather than the exception.

"Because," you argue, "at my age, I don't want to look like my daughter."

You wouldn't. Clothes are like chameleons and depend on what is underneath them to complete their character. Look at the evening dresses worn by Mrs. Paine and her two daughters in the photograph on the opposite page. Put Mrs. Paine's stately classical white chiffon dress on Miss Dorothy, and she would look like a figure from a Botticelli fresco. And if Mrs. Paine were to borrow her daughter's pleated chiffon dancing frock with the cape, she would look like a dignified woman in a soft, becoming dinner-dress. Miss Maud Paine's chiffon dress with the boat neck and draped sleeves would make an excellent hostess gown for her young-looking mother, but its lines would be dangerous for heavier figures. (All three of these dresses are from Bergdorf Goodman, and I. Magnin also has the two farthest left.)

The argument is settled. You can be well and youthfully dressed, no matter what your figure or your size, if you have just enough vanity to care. Vanity may be exceedingly unattractive in the young, but, when you reach the middle ages, you can't be attractive without it—just so that it doesn't lead you into wearing tight, spike-heeled shoes, suffocating corsets that make you look like

a stuffed pigeon, or so much make-up that the character in your face is hidden. All that you have to do is to avoid certain things in clothes and make-up that are unkind to any but the extremely young, and to look for certain things that are becoming to your years.

• **THINGS TO LOOK FOR IN YOUR SUMMER WARDROBE:** Clear two-toned prints in sheers or crêpes; sailor hats with veils (veils on any hat are the most flattering things ever invented); hats with flowers on them (this is the older woman's season, for there are flowers on everything); lots of white or light coloured washable cotton gloves (you must always look meticulous and cool about the hands). Street dresses with loose finger-tip length jackets; soft cape sleeves on evening clothes, to make your hips look slim in contrast; full skirts that swing free from the hips on your day and evening dresses; scarfs, dozens of them in your most becoming shades, to give variety to your spectator sports clothes and to give softness to your evening clothes; three-quarters length top-coats (better than full length), slightly full, that hang loosely, whether on a large or small figure.

Cool, loose sleeves are vital for summer, for it is very unattractive to look hot and uncomfortable; tailored knitted suits for travel or motoring, for they are cool and don't muss; plenty of washable silk shirt-waist dresses with elbow or long sleeves, for golf or tennis; cardigan sweaters worn over blouses or slip-on sweaters. Low-heeled and flat-heeled shoes for every hour of the day and night, because they are comfortable and chic. Pearls, in earrings or necklaces, for they are the most becoming possible jewels (if you can't have real ones, get the best cultured or imitation ones that you can); soft, flowing tea or hostess gowns that make even a short woman look queenly; skirted bathing-suits and bathing-coats that are long enough to cover the back of your knees; soft dusty-pinks and blues and mauves, if you have grey hair; lots of white on either black or blue; fresh flower perfumes, rather than exotic ones; and anything that adds to your dignity and your grace.

• **THINGS TO AVOID: BEWARE BIAS SKIRTS IN DAY CLOTHES**—unless you are pencil-slim. Nothing can keep skirts cut this way from cupping in, if there is anything to cup under. The head of the Woman's Department at Bergdorf Goodman (a revolutionary gentleman who threw surplice fronts out years ago) says that any dress with a bias skirt is equally good with a straight skirt, and he proved it by showing one of Lanvin's (Continued on page 110)



"I CAN'T WEAR YOUNG





COUNTRY wardrobe for the woman over fifty. All of these models may be had in the \$30 to \$80 range—except the made-to-order suit

- The skirted blue-and-white acetate bathing-suit (far left) has plenty of fulness; blue jersey beach coat. Both from Altman, about \$12 each
- Next, a washable white silk piqué dress for golf; Saks-Fifth Avenue
- For polo—the made-to-order linen suit (third); Stein and Blaine
- The lady with a cigarette is luncheon-bound in a grey-beige suit of Rodier linen with self-fringe trimming; Bergdorf Goodman
- Next, white wool coat—youthful, and under \$50; Lord and Taylor
- Suits—for marketing and motoring. First, a brown knitted tweed (Martha West). Second, black-and-white crinkled crêpe (Bendel)
- Accessories: square-crowned white linen hat; white pigskin gloves (both from Bendel); Laird Scholer's brown-and-white buckskin shoe (Lord and Taylor); white buck Oxford (Wanamaker); and two bags that hang as one, white and blue linen, by Nat Lewis (Bonwit Teller)

CLOTHES"



EVENING credo: Never too décolleté or too fitted. Softness without fluffiness. Most of these models are in the made-to-order class

- Far left: pearl-grey chiffon, sashed in turquoise and pleated from the hips down, gives you the grace of a goddess; Madame Frances
- Second: a ready-made flowered chiffon dinner-dress that turns into a hostess-gown when the blue chiffon coat goes on; Bergdorf Goodman
- For the woman who never feels as well dressed as when she's in black—a black chiffon dress with a creamy silk lace top and a cape that cascades to below the hips; Miss Carroll
- Perfect foil for silver hair and summer heat—the shell-pink silk lace dress (fourth). The cape-back ties in front; Frances Clyde
- Gold lamé, so thin that it looks like taffeta, is used for the evening coat directly left. Brown taffeta lines it. Bendel has it
- To match the coat—a tucked gold lamé evening bag, from Bendel
- T-strap satin sandal, cut-out but supporting; from Shoecraft

TOWN clothes for the older woman in summer are best when dark and softly tailored. These models are all ready-made and from around \$65 to under \$100

- A black chiffon dress (first figure, above), cut so cleverly that it's simple enough for street, and soft enough to wear to dinner in town. Bindings of flowered chiffon are a bright accent. Jay-Thorpe has this
- The blue sheer suit (second figure) is a master deceiver. It's young in spirit, slim in line, but cut for the larger figure. The snowy lingerie jabot is hand-embroidered. Bonwit Teller
- The pleats are sewed down to the knees on this brown-and-white triangle-dot chiffon suit (third, above), to give even more body to the fabric. The cowl neck is good without being matronly. B. Weinstein
- Accessories (above, left): Descat's straw hat, rippled in front (Bergdorf Goodman); tailored blue pin-seal bag (Lord and Taylor); blue calfskin shoe (I. Miller); hand-sewed chamois glove (Altman)

DESIGNS FOR SUMMER



CHARMING TO WEAR AND SIMPLE TO MAKE



FOR most of us, dresses as simple as sports clothes, like those on this page, are the first summer necessity; but on the opposite page are four dresses for the moments when life grows a bit more formal—whether you are going to tea or to town. These designs are easily made in a variety of fabrics.

- FROCK No. S-3820 is smart especially because of its front fulness and its up-in-front hem-line. The slashed kimono sleeves are laced over the arms. Designed for sizes 14 to 40
- FROCK No. 383 has a skirt with a draped yoke tying on one hip. The tight sleeves, crushed at the wrist, make this a perfect dress for town excursions. Designed for sizes 14 to 40
- FROCK No. S-3819 may be floor length or shorter and is a perfect informal dinner-dress. The shaped neck-line is high in front, and the fulness of the loose, dolman sleeves is clustered into shirrings. This model is designed for sizes 14 to 42

- FROCK No. 382 has front fulness in both skirt and blouse. The blouse is shirred at the base of the neck, to give it a crisp upstanding ruffle. Designed for sizes 14 to 20; 32 to 38
- FROCK No. 7043 is a simple, cool, two-piece dress. It may be sleeveless, as we show it here, or with sleeves that button at the wrist. Designed for sizes 12 to 20; 30 to 38
- FROCK No. 7048 is another two-piece dress, with double inverted pleats, front and back. Designed for sizes 14 to 40
- FROCK No. 7047 is a one-piece dress, pleated front and back, and ideal for golf. Designed for sizes 34 to 46
- FROCK No. 7042 is an "Easy-to-Make" two-piece dress, blanket-stitched along its edges. The sleeves may be made long or short. Designed for sizes 12 to 42
- Suggestions for fabrics, colours, and accessories for these models, as well as the back views, are shown on page 100



TIME was when a woman bought three yards of plaid gingham, and hoped for the best. It might come out of its first laundering looking like something by a surrealist, or it might turn out to be a yard and a half instead of three. There was nothing for a shopper to do, but trust to her judgment and her luck. When both of them failed, she brought down her wrath upon the shop, charge accounts were stopped, recriminations flew, and unhappiness reigned supreme.

But times have changed. From sheets to shoe leather, all the products of the great aristocracies of business are tested and tried, from their raw beginnings to their well-done finish—to help you *know* the things you buy.

And Vogue is helping you further. We have already published buying facts about furs, shoes, and stockings. Now we are giving you information about materials—cottons, linens, silks, woollens, and Rayons—and the labels by which they are known. Let us tell you our own Case Histories.

- Consider Mrs. Adams, and the matter of shrinkage. Mrs. Adams bought a charming summer frock and wore it once. Then she sent it to her laundress, who is probably the best laundress in North America. But when the dress came back, Mrs. Adams gazed upon it in incredulous horror. Gasping, she struggled into it. She tried to move her arms and (gingerly) to sit down. Finally, with the help of her husband and Bridget, the up-stairs maid, she got out of it, wrapped it tenderly in a box, and sent it to her twelve-year-old niece.

Then Mrs. Adams heard about Sanforizing. She learned that any linen or cotton—including flannel, lawn, dimity, piqué, and a host of sports cottons—that bears the label “Sanforized-Shrunk” has been reduced to its irreducible minimum, by a patented process that defies Nature. Now when she buys linen or cotton garments, they carry the Sanforized label, and she is a happy woman.

- Mrs. Baker is Case History Number Two. She bought a woollen suit, and in time, of course, it went to the cleaner’s. But when it came back, Mrs. Baker screamed aloud, for there was very little suit left. The cleaner had done his best; but the wool had not been pre-shrunk, and dear little Mrs. Baker had never thought to ask. Thereupon, her cleaner gave her the best piece of advice she has had since her

husband advised her to sell her stocks in 1928; he told her to buy only woollens that are made by a fabric house of recognized reputation; because all really good woollens are pre-shrunk by their makers. Forstmann, for example, stamps “pre-shrunk” on every half-yard of his woollens. When there is no famous name to rely upon, Mrs. Baker now asks the sales person, “Is this wool pre-shrunk? How will it clean?” She has been known to reduce an entire sales force to the verge of nervous exhaustion; but she has never been known to make a buying mistake in woollens again.

Recently, the news came out (and Mrs. Baker was the first to hear it) that next autumn the Textile Refinishers’ Association is putting out a “Pre-shrunk” label for woollens. Labels to the rescue again.

- Let us now proceed to Mrs. Carter (Case History Number Three), who, in a fit of vague optimism, bought her four little girls four violet muslin dresses, unlabeled and unsung. After their first appearance out-of-doors, they (the dresses, not the little girls) turned an anaemic and extremely unbecoming shade of lavender—in places. Mrs. Carter tried to explain to her husband about it, and the little girls wept angrily. But she learned, from that experience, one great truth: That there are labels that will promise colour-fastness, come what may. Among them are Everfast for cottons and linens; Truhu for silks; and Sher-Dye for underwear. When she buys anything now, she makes sure that the colour-fastness is guaranteed by labels, or by the shop.

- Mrs. Fisher (our Fourth Case History) is a very careful shopper, but she has a bad habit of leaping to conclusions. She bought a slip the other day at a bargain price and was very impressed because it was labeled “Pure-Dye Crêpe.” “Simply unbelievable at \$1.97” she crowed. The first time she wore it, the seams began to crack and there appeared to be a definite difference of opinion between the various threads as to which way they had really intended to go. When she stormed back to the shop, she was informed by an angelic floor manager that “Pure-Dye Crêpe” is not necessarily the same as “Pure-Dye Silk” and that if she wants to be sure of getting the prescribed Government degree of purity (that is, not more than ten per cent. of foreign substance in the yarn (Continued on page 112)

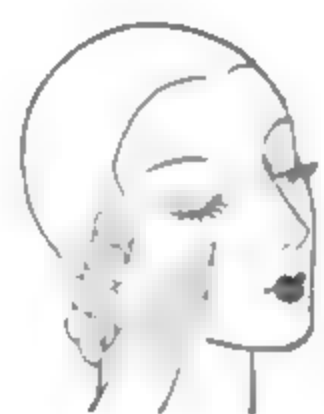
helena rubinstein charts your course to Summer Beauty



WHEREVER the sun shines on smart people, beauty is guarded and glorified by the creations of Helena Rubinstein. Benefit by her vast experience in treating all skins in all climates. Play safe with the sun! Start with **SUNPROOF CREAM**—Helena Rubinstein's revolutionary discovery. It ends the dangers of parching, ageing sun. Feel how it seeps into your skin. Watch your complexion grow satiny smooth. A glamorous foundation too. Make-up becomes doubly flattering and lasting. **SUNPROOF CREAM** 1.00. Special Strength, 2.00.

Helena Rubinstein's **SUNBURN OIL**, for a golden tan without danger of sunburn60. Special Strength, 2.00. Equally necessary to men and children.

quick corrective for sallow or freckled skins



SKIN-CLEARING CREAM (Beautifying Skinfood) rapidly clears freckled, tanned or blotchy skins. Promotes softness, transparent freshness in all skins! Refines texture. Awakens, animates the skin. Banishes that dull, lifeless look. A beauty necessity to all skins the whole year 'round, and especially now. 1.00, 2.50. To keep your skin fair and fine, make it a habit always to use Sunproof Cream before going outdoors, 1.00. Special Strength, 2.00.

your lips must wear a lustre



Youthful color—lips smooth, gleaming! Helena Rubinstein's newest lipsticks contain a unique ingredient which induces moisture—glamorous lustre. Parched crinkled lips are banished forever . . . You will thrill to the colors of these lipsticks—their chic jewel-like containers. **Terra Cotta** is the newest day-time shade and there are the five famous exotic reds . . . **Golden Automatic**, 1.00. **Water Lily Grande**—the biggest lipstick ever! 1.25.

the smart nose knows no shine



Helena Rubinstein's **SPECIAL LOTION FOR SHINY NOSE** (Liquidine) acts scientifically and directly on the sebaceous glands. This unusual preparation quickly corrects blackheads, large pores, oiliness and shine. Gives that well groomed mat finish to the shiny face. A grand quick cleanser, freshener for face and neck when traveling. A wonderfully unique preparation. 1.50, 2.75.

summer beauty needs this day-by-day care



Cleanse with **PASTEURIZED BLEACHING CREAM** . . . Bleaches as it cleanses, 1.00, 2.00. Or use **HERBAL CLEANSING CREAM** . . . brings radiance, a fresh bloom of loveliness. 1.50 to 7.50. Nourish with **YOUTHIFYING TISSUE CREAM**. Corrects dry skin, lines, crows'-feet, 2.00, 3.50. If the skin is normal or oily, finish with **SKIN TONING LOTION**. Closes pores. Braces tissues. 1.25. If the skin is dry or sensitive, finish with **ANTI-WRINKLE LOTION** (EXTRACT). Excellent for tired, lined eyes. 1.25.

terra cotta make-up spells youth



Helena Rubinstein has captured the freshness . . . the glamour of youth for you in her newest make-up inspiration—**Terra Cotta**. **TERRA COTTA POWDER**—a misty clinging veil of glorious color. Flattering to every skin. Ideal for summer. 1.00, 1.50, 3.00, 5.50. . . . **TERRA COTTA ROUGE** (compact)—truly the rouge of youth! Marvelously becoming to all types. 1.00. . . . **TERRA COTTA LIPSTICK**—or the more brilliant **Red Poppy**. 1.00, 1.25. . . . To complete your ensemble—**Water Lily Snow Lotion** in Terra Cotta. Flattering foundation. Cooling, protective. 1.50.

alluring eyes!



New **PERSIAN MASCARA**—chic accent for your eyes . . . a fringe of fascination. Won't run or smart. New automatic case holds twice as much. Convenient purse size 1.00. **EYE-LASH GROWER AND DARKENER**—gives a well-groomed sheen to lashes and brows. 1.00. **IRIDESCENT EYE SHADOW**—adds depth, mystery to your eyes. Exotic Blue, Blue-green are the smart shades of the moment. 1.00. **HERBAL EYE TISSUE OIL**—gives a chic youthful gleam to eyelids. Marvelous for summer squint lines. Prevents, corrects crows'-feet and crepey eyelids. 1.25.

for beauty on short notice



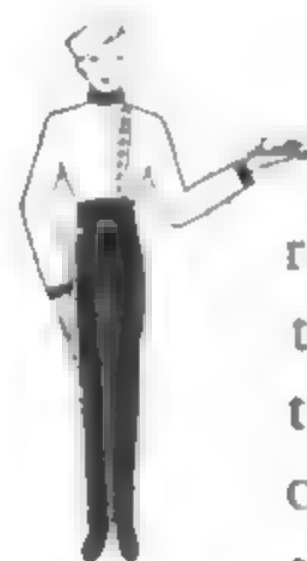
While you are resting, Helena Rubinstein's **YOUTHIFYING HERBAL MASQUE** will work a miracle! Its *prime* ingredients are juices of 23 beneficial herbs. Your pores and underlying tissues drink deep of these juices—and in ten short minutes are refreshed. It quickly uplifts tired tissues and relaxed muscles, magically remolds facial and throat contours. Freshens, refines, revivifies—positively youthifies! Ten treatment size, 2.00. Large size, 5.00.

exquisite grooming starts with the bath!



ENCHANTE BATH ESSENCE transforms your bath or shower into a fragrant invigorating delight! 2.00, 3.50. . . . **BATH POWDER**—cooling, fragrant, exquisitely fine. 1.00, 1.50. . . . Fresh from a Paris triumph, **ENCHANTE EAU DE COLOGNE**, more pungent and exhilarating. Friction it into your skin after bathing or exercising. 1.50, 2.00. . . . **WATER LILY DEODORANT TALC**—A summer necessity. 1.00.

helena rubinstein invites you



—to visit her salon. Here you will receive intimate, individual advice on the scientific needs of your skin at this particular season. Learn how to overcome dry skin, lines, sallowness, the weathered look. A special summer make-up will be created to highlight *your* personality. This complete beauty consultation service is yours without obligation. Have a Beauty Lesson Treatment before you go away! Priceless ideas on self-beauty care. The newest notes on make-up from Paris.

Helena Rubinstein Beauty Preparations
—at her Salons and at all Smart stores

PARIS

helena rubinstein

8 East 57th Street, New York

LONDON

Salons in: Detroit • Chicago • Boston • Seattle • Los Angeles • Montreal • Toronto

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PECK & PECK

Sheer Chic are Braemar's
Cobweb Twins



As Scotch as a piper, as soft as thistle-down, as smart as all getout, are the Braemar Scotch sweaters of Peck & Peck! The lovely Cobweb Twins above, as gossamer light as their name, are of pure and silky cashmere yarn. White, blue, pink, BRAEMAR mais, with your choice of long or short sleeves. Cardigan, \$15. Slip-on, \$12.75.



PECK & PECK

FIFTH AVENUE • NEW YORK

White Plains • Boston • Chicago • St. Louis
Detroit • Minneapolis • Philadelphia • Cleveland

BEAUTY BATTALION



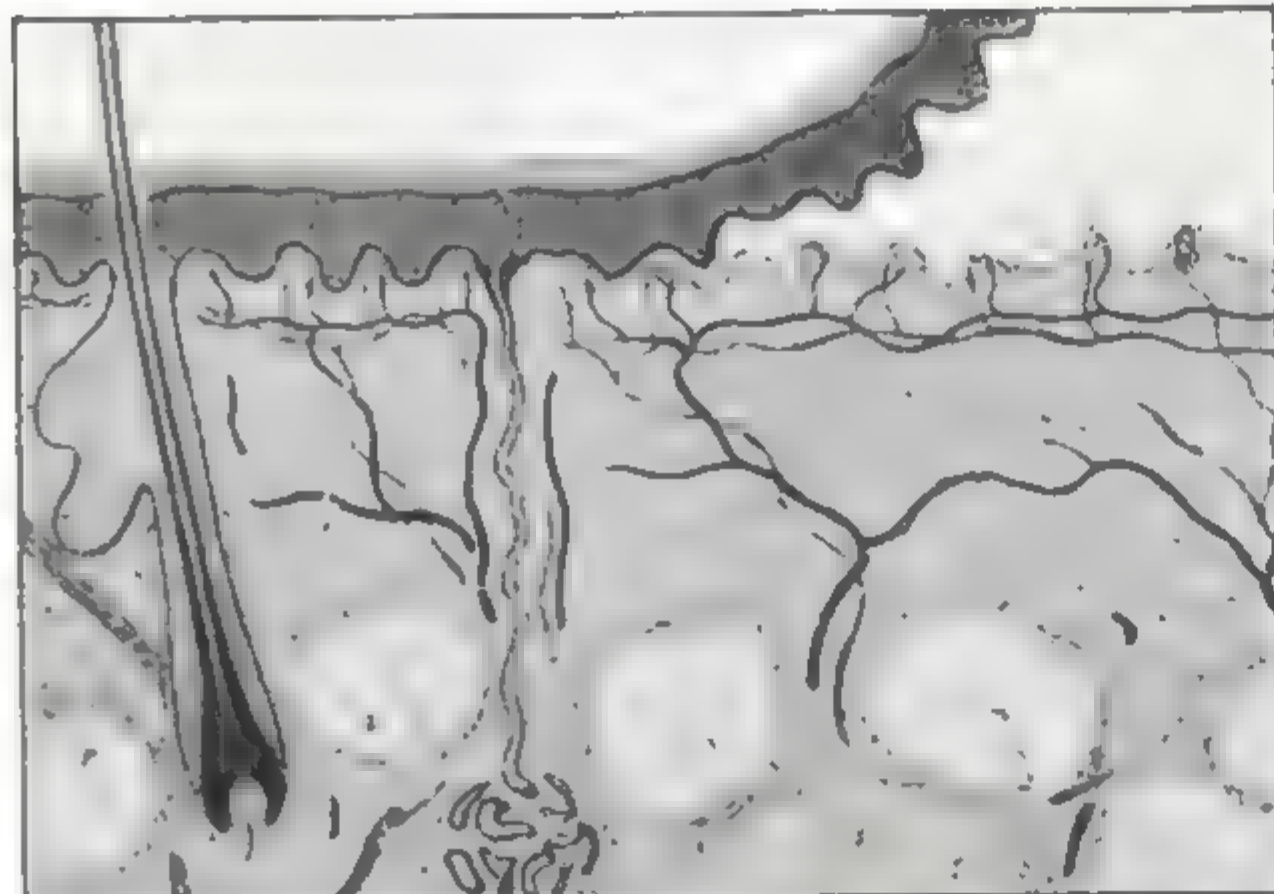
NELSON

- At the left, reading from top to bottom in this beauty battalion, we have Dorothy Gray's Body Rub, bland and beneficent for summer; "Fern Lei," one of the fragrant native fern perfumes encased in a lovely bottle of carved native wood, from Gump's, in Honolulu; Weil's "Bamboo" eau de Cologne; and Ann Haviland's "Daphne" perfume, which is made exclusively for Jay-Thorpe
- The middle row is headed by Dunhill's gardenia eau de Cologne. The beautiful crystal bottles and jar by Orrefors, superb for a modern dressing-table, are from the Lenthéric salon. The trio of rouge cases is Charbert's latest gesture in the drum-motif series
- Marshalling the right column is Guerlain's traveling atomizer case with its atomizer in front of it, a veritable masterpiece of chic. The leather case is beautifully designed; the flask is by Baccarat. Next in order are Houbigant's "anniversary" presentation of "Idéal"; the Yardley Suntan Oil in its amusing flask with a wicker handle to hang over your arm; the "Sportsize" bottle of Weil's "Bamboo"; and Dorothy Gray's "Boudoir Rouge" in a silver box

TO AVOID THESE SKIN FAULTS

Keep your UNDER SKIN active

LINES
COARSENESS
BLACKHEADS
BLEMISHES
DRYNESS
SAGGING TISSUES



Beauty's Workshop is under your Skin

Under your outer skin is the true skin, or *corium*. There tiny glands produce the oils to keep your outer skin clear, smooth. Blood vessels carry nourishment to cells and tissue. Nerve and muscle fibres keep lines away, contours firm—if you keep them all vigorous and active!

PRACTICALLY every fault that mars the skin you see in your mirror had its start in the *under* layers of your skin! . . .

Blackheads come when pores are clogged by secretions *from within*. Lines form outside when *under* tissues begin to grow thin. Dryness comes when oil glands fail to supply lubricating oils. Tissues sag when nerve and muscle fibres lose their snap.

Beauty's workshop is right there in those deep layers of the *underskin*, where tiny blood vessels and glands are busily carrying nourishment to cells and tissue all the time.

To keep that satiny skin of youth, you must keep your underskin active as it was in your teens.

How to wake up a Slowing Underskin

When skin faults begin to spoil your looks, try the Pond's way of bringing back the under tissues to vigorous action.

Pond's Cold Cream, with its specially processed light oils, goes right down into your underskin.



DONNA DEGNA MARCONI

who inherits on her father's side a distinguished name, and on her mother's side is descended from ancient Irish Royalty, is extraordinarily beautiful. She has used Pond's Cold Cream for years, and says: "It wipes away little lines. I've never had a blemish since I began to use it."

First, it floats out of your pores every particle of lingering grime and make-up. As you pat it on briskly, it stirs the lazy circulation. Stimulates laggard glands. Invigorates failing tissues.

One application alone will prove to you how effectively this cream cleanses and stimulates your skin. As you continue to use it, you will actu-

ally be able to watch little lines soften—blemishes and blackheads go. Coarseness—dryness will be relieved. A new freshness will glow in your skin.

Follow this Deep-Skin Treatment

Use Pond's Cold Cream *every night* to flush your pores clean of every single impurity, and stimulate your underskin.

In the morning—often during the day—repeat this treatment. It will make your skin so smooth that your make-up will go on more evenly than ever.

Pond's Cold Cream is absolutely pure and germ-free. It actually promotes the natural functioning of the underskin. Just send in the coupon below with 10¢ and we will rush your supply to you. See what this wonderful cream will do for you.

Mail this coupon — for Generous Package

See this cream bring beauty to Your Skin

POND'S, Dept. F56, Clinton, Conn.

I enclose 10¢ (to cover postage and packing) for special tube of Pond's Cold Cream, enough for 9 treatments, with generous samples of 2 other Pond's Creams and 5 different shades of Pond's Face Powder.

Name _____

Street _____

City _____

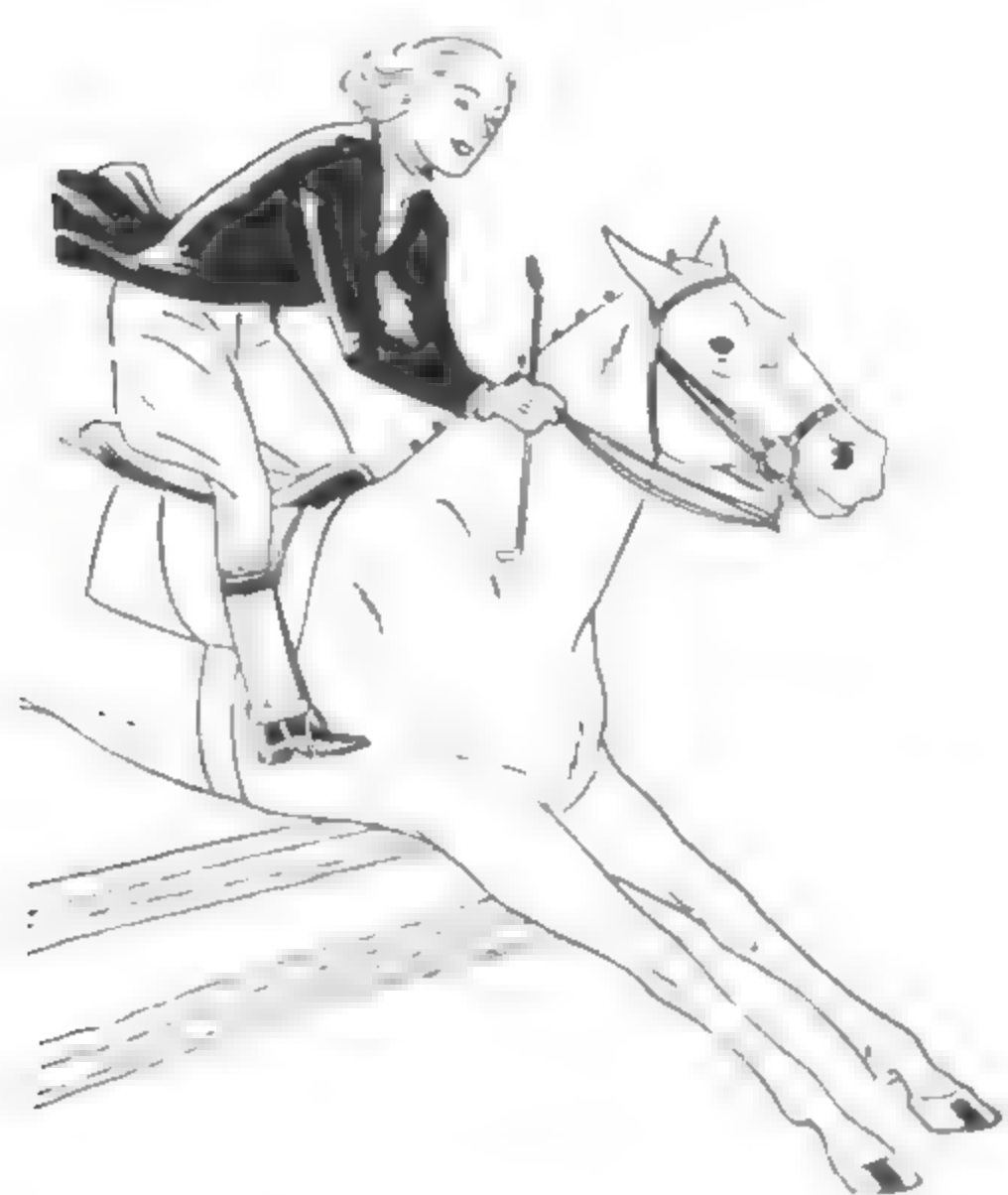
State _____

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Early summer cues from the GREENBRIER

Keeping attuned to the rare days of June is no trick at all at The Greenbrier. The stage is set at White Sulphur Springs! Lights and action have been rehearsed to perfection under Dame Nature's flawless direction. No one "muffs" a cue. Whatever you do, all's right with the world. Sparkling June days lure player and spectator to the great outdoors. Velvet fairways fairly beg for your very best game of golf. High-stepping mounts and wooded bridle trails insure exhilarating sport. Smart dances and tournament galleries call forth your favorite costumes. Here, indeed, is a very rare and advanced edition of summer—limited to those who subscribe to The Greenbrier in June.



**WHITE
SULPHUR
SPRINGS**

WEST VIRGINIA

THE GREENBRIER AND COTTAGES

L. R. Johnston, General Manager



SUMMER BEAUTIES



NELSON

- The trio of boxes at the top present brand-new accessories for summer bathing—left, Molinelle's "Fizz," scented effervescence for your tub; centre, Grenoville's huge box of "Byzance" dusting powder; right, Corday's "Orchidée Bleue" dusting powder
- The trio of bottles and jar, which have the feeling of Waterford glass, are ideal for country houses; Saks-Fifth Avenue. In front of the jar, you see Vita-Ray's very modern cork dusting-powder box
- That crisp percale boutonnière at the left, impregnated with "Zibeline" sachet and complete with hand-box, is for summer frocks. At the right: the new "budget" size for Kathleen Mary Quinlan's lovely "poudre des perles"; below it, Delettrez's exciting perfume, "Inalda," in a beautiful Lalique bottle
- The foreground group of lipsticks and vanities includes (left to right) Helena Rubinstein's Waterlily vanity with powder and Terra Cotta rouge; Lenthéric's lipstick, a companion piece to the vanity in the centre; Rose Laird's Jumbo automatic lipstick; Helena Rubinstein's "Golden" automatic lipstick; Primrose House lipstick in the new Primrose House Red shade; and Dorothy Gray's burnished copper case for rouge or powder with space for your initials

PARIS PROPOSES the

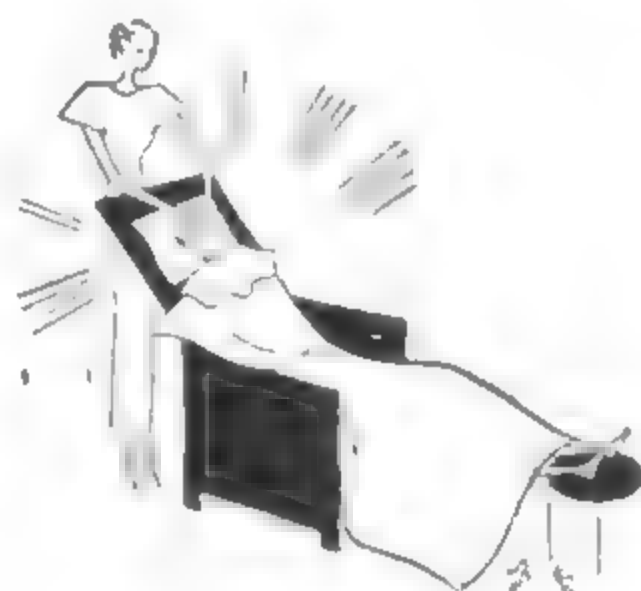
Summer Modes



and Elizabeth Arden disposes of any difficulties you may have in wearing them. For with a trim, slim figure you have nothing to fear from the whimsies of the couturiers. Any line is becoming when a slender waist, slim hips, firm, well-rounded arms and charmingly feminine curves sum up your figure.

If you find the new modes show up the faults of your figure, Elizabeth Arden can soon put that right! Make an appointment with her Directress of Exercise who will size you up and prescribe just the programme that will normalise you. For a week or so you bend and stretch, get rolled or Ardena Bathed, or just doze through a delicious massage. Every day finds you lovelier, livelier. Hips, waistline become symmetrically slender. And where are those bulges and ridges? All gone! Maybe you came to *gain* curves? Then what your joy to see rounded smoothness replace ugly hollows and prominent bones! Now you can buy that lovely shoulderless gown you wanted!

And as for colours. Don't be content to leave the exciting, unusual colours, and flippant hats to the very young. Posted always on the latest flutter from Paris, Miss Arden is prepared to do things to your skin, your eyes, your lips and your nails... and make each new shade so definitely "your colour" that your friends will say "My dear, you should *never* wear anything else!" Before you make a gala appearance at any of the season's important functions bring your face to the Salon for a Sensation treatment.



It whisks away every sign of late nights and gives your skin translucent, radiant beauty. And the assistant will crown the treatment with a make-up that will make your gown seem a miracle of colour selection.

If you can't come to the Salon, go to any leading shop where you will find a skilled assistant eager to help you look your best and you can consult Miss Arden's chart giving the correct make-up for the season's colours. Or write to Miss Arden herself and she will help you personally.

Sensation Salve

Salon Treatment **\$5**
Tube (enough for 12 Home Treatments) . . . **\$5**

Elizabeth Arden
691 FIFTH AVE.
NEW YORK CITY

©1935 EA

New Youth for Dated Complexions

★ ★ ★ ★ To tell a woman to turn her back on age is easier said than done . . . yet that is the challenge and the accomplishment of these three Harriet Hubbard Ayer preparations . . . their benefits are not limited to debutante skins . . . their purpose is to give debutante bloom to dated complexions . . . you cannot make any more serious mistake than to dismiss them as just so many more cosmetics . . . and you cannot make any more serious bid for new beauty than to give these three related creams a conscientious trial . . . for, the ingredients are so fine and the formulas are so carefully assembled and put together, that to use them regularly is to gain and to keep a complexion that is proof against the alienating influence of Time.

Luxuria for Cleansing 45c to \$2.75

Skin & Tissue Cream for Vitality 85c to \$7.15

Beautifying Face Cream for Radiance 85c to \$7.15

THREE AFFINITIES OF A PERFECT SKIN



HARRIET HUBBARD AYER, INC.

323 EAST THIRTY-FOURTH STREET, NEW YORK

Beauty Preparations

*Montreal
Paris
London*

© 1935--H. H. A., Inc.



NELSON

Elizabeth Arden's huge and handsome polka-dot beach bag is equipped with everything in the world for the beach; in the Arden salons only

DISCOVERIES IN BEAUTY

Summer Is Here

EVERY summer comes the deluge. Long before actual summer itself, Vogue begins to investigate the new beauty products. Then, with the first real days of June, the letters start arriving, asking what to use for what. And it is really a very satisfactory deluge, because by the time the questions arrive—we not only know all the answers, but specific names and sources. Herewith, then, the beginning of summer beauty:

One of the first things that every one wants to hear about in summer is fresh, lovely things for the bath. Coty has a raft of them! Two are brand-new—one, "Eau de Cologne Parfumée," the type of eau de Cologne that smart women are enthusiastic about for summer, because it carries an overtone of a favourite perfume without being heavily scented. The other new Coty summer fragrance is the "Eau de Lavande," a lavender-water that is fresh as dew. Both of these new scents are in frosted bottles with slim, sprinkler-topped necks, and both are ideal for frictions after the bath. The Coty bath salts that every one loves are newly done up in drum-shaped bottles, and all the Coty preparations for summer—dusting powder, talcum, and so forth—are carried out in a "Neptune Blue" that looks cool as ice sitting around your bathroom.

• Speaking of perfumed eaux de Cologne, as we were but a few sentences back, Ferd Mulhens, whose "4711" always pops into mind automatically at the mention of this refreshing subject, has now brought forth "4711 Tosca" eau de Cologne, which is the classic Cologne impregnated with the romantic Tosca scent. Divine for putting in your tub and spraying over yourself all summer long.

• Bourjois has taken a big step on behalf of using a single fragrance in your summer bath things by tucking

a bottle of "Evening in Paris" eau de Cologne into the puff in the dusting powder. You get both for the price of one, because it is summer, and the "Evening in Paris" scent is always lovely at any time of year.

• Then, there is the great sunburn matter. We have discussed this problem in general pretty thoroughly elsewhere in this issue. Now, here are some of the specific new things to take with you under the sun.

• Kathleen Mary Quinlan has a sunburn cream, which doesn't let you burn. You tan gently and evenly, but no burning unless you deliberately lie out in the sun for hours. If you don't want to tan at all, this cream applied liberally and often will keep you white. (No sunburn preparation, incidentally, will really keep off all colour unless you put it on with care in the first place and renew it every time you come out of the water.) Miss Quinlan's cream has a beautiful fragrance, is in a soft ivory tone, and is put up in a convenient tube.

• The Virginia Sheridan Crème Neutra, of which we wrote in the last issue, is water-proof to an amazing degree and keeps off the sun so that you won't even freckle. At Saks-Fifth Avenue.

• Potter and Moore's Sun Toning Oil is frankly intended to promote a good coat of tan, but to prevent a burn. It was developed in England and approved by the National Physical Laboratory and was submitted to such tests as you have never heard! People lay under lamps partly smeared with oil and partly not, or coated with different kinds for comparison, and the final blend is something you can depend on. This Potter and Moore oil is scented with lavender, which makes it very pleasant. (Continued on page 96)



Lost Log of a Honeymoon Cruise—

TWO lives to live—and no other time will ever mean so much to both of them as this brief interval. The glorious morning when they awoke at sea... Her smile as they tramped the deck... His gallant, possessive gesture of introduction...

They'll grow older. The scenes, the smiles, the gay happenings will gradually fade. Lost log of a honeymoon cruise!—lost opportunity to make the record true and clear and everlasting. Because nobody thought to include Ciné-Kodak "K" among the wedding gifts...

Recording important events in movies is as natural a part of life today as driving a car or turning on the radio. The "K" makes it just as simple. You press a button—you're making a movie. Then, as your skill increases, the "K" responds, living up to every demand... Loads with full 100 feet of 16 mm. film. Price \$125, case included; without case, \$112.50.

See the "K," and the movies it makes, at your dealer's—for someone, this will be *the* wedding gift. Eastman Kodak Company, Rochester, N. Y.... *Only Eastman makes the Kodak.*

CINÉ-KODAK "K"

EASTMAN'S FINEST HOME MOVIE CAMERA

Extra equipment for the "K" includes four telephoto lenses, for close-ups of distant action; the wide-angle lens, giving breadth of view in close quarters; and filters for cloud effects and scenics.





CHANEL'S SECRET..

No other perfumer knows the secret of Chanel's perfumes... they have the true, mellow, rich scent of freshly cut flowers... In this lovely spring month... with flowers everywhere... under the brim of your chapeau... in your corsage... on the lapel of your suit... in your garden... the heavy scents of winter are forgotten... For Chanel it's always spring... No one can equal her clinging, delicate Gardenia... her fragrant, heady Jasmin... they'll give you brio, chic... lift you to your toes, like a bubbling glass of Champagne.

NO. 5
GARDENIA de CHANEL
GLAMOUR de CHANEL
JASMIN de CHANEL



CHANEL



NELSON

Marie Earle's Camera Beach Kit has complete equipment for beach and cabaña. It is water-proof inside and out and has a superb large mirror

DISCOVERIES IN BEAUTY

(CONTINUED FROM PAGE 94)

- The Marion Lambert Company, whose name is synonymous with Dew in the minds of its many users, has delved into the sunburn situation and produced a Sun Tan Oil which, by measurement on a Spectrophotometer, excludes ninety-one to ninety-three per cent. of the burning rays of the sun, which seems to us pretty convincing. Furthermore, the Marion Lambert Sun Tan Oil is equipped with an applicator, a definite help in reaching out-of-the-way spots that should be covered, but too often aren't.

- In the photograph above, you see Marie Earle's amusing Camera Beach Kit, and in it, if you look closely, you will see the new Sunburn Lotion, which is a creamy rachel-tinted liquid that doesn't show on your skin, but keeps out the sunburn, promotes a slow, even tan, and is flattering, as well.

- And now we come to Guerlain's Sunburn Oil, which, as far as we know, is a preparation completely unique unto itself. It is an oil, and it entirely prohibits both burning and tanning. A film of it (again, apply with care) protects you just as completely as an umbrella. This Guerlain oil is colourless, is scented with a fresh, summery fragrance, and a bottle of it lasts all summer. This preparation being something of a radical departure in the sunburn business, we were interested in its development. It seems that one of the younger members of the Guerlain family, in acquiring his degree of Doctor of Science at the University of Paris, took "the resistance of liquid to the sun's rays" as the subject for his thesis, and used this oil in his experiments. So-o-o, as you sit blithely in the sun remaining lily-white, think what science does for you.

Guerlain's other summer gesture is the beautiful Tropicale shade in the famous powder—a dusty, pink-beige that won't go yellow on you after it is on. Tropicale is scented with "Shalimar" or "L'Heure Bleue," and the

Guerlain powders have a new low price.

- Of course, as your colour increases, the right shade of powder becomes a vital matter. Pond's has been experimenting with their Sun-Tan shade all winter long, so that it would be precisely right when the tanning season was on. Pond's had people at Palm Beach powdering noses with every possible variation of sunburn shade, and the tone finally evolved is an excellent one. It is called Sun-Tan and has a little less pink and more of the brown cast than the previous shade. Of course, you will find the Pond's powders everywhere, in those handsome glass jars.

- Since the sun always shines on Max Factor in that so-famous Hollywood, he is an authority on what to put on tanned faces. His Sum'r Tan Make-Up Ensemble includes the Sum'r Tan powder, which, incidentally, is very kind to faces in the preliminary stages of browning. Blondeen rouge, Vermilion lipstick (light, bright shades), and—a point of interest—brown eye shadow with tanned skin, to be used no matter what the colour of the eyes. A film of brown shadow, especially when it is blended up as far as the eyebrows, gives a particularly luminous look with tan. So, if you follow Mr. Factor's advice, keep your beloved blues and greens and iridescent shades for night.

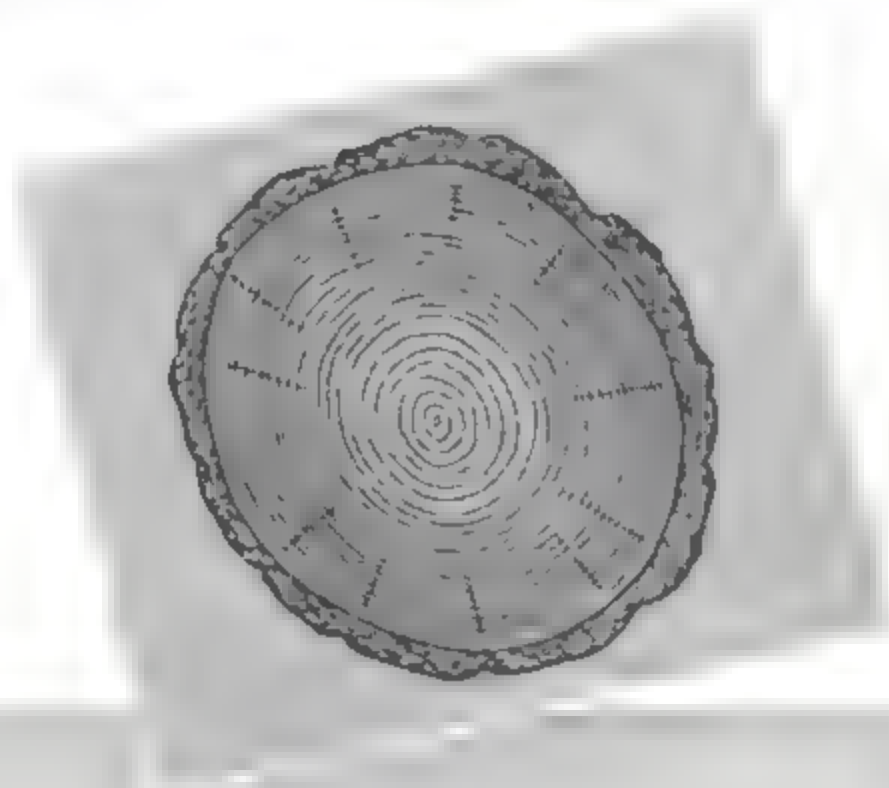
- On page 55, the couplet reminds you that depilatories are essentials in your beauty bar, and don't let yourself be caught facing your first outdoors week-end without having your favourite one at hand. People's preferences in depilatories vary greatly both in brand and in form, and, when you've found one that is satisfactory, our advice is stick to it!

The newest Zip kit includes, with the huge tube of Zip Depilatory Cream, an antiseptic and a special salve. You can buy the antiseptic and the salve separately. (Continued on page 98)

Marie Earle prescribes a diet...it's this

CUT DOWN ON Birthdays

Inevitably, Nature records the age of a tree...a relentless line for every year. Nature would write the sum of your years as plainly in your face...but you can thwart her!



BEYOND A CERTAIN POINT, what good can come of a birthday? No good at all, if you ask Marie Earle. And she doesn't believe in having them after you're twenty-five.

If you feel the same way about it, let Marie Earle take you in hand. You wouldn't believe what she can do for your tired, nervous, worn-out face. She'll give it the glow of a June bridesmaid at her first wedding. She'll take away the discoloration that years of dust and wind and cigarette smoke have left you, and she'll make your skin as smooth and fine-textured as a child's.

She does this magic with her Basic Treatment. It's so simple that you may be inclined to be skeptical. But wait and see. First, Marie Earle's Essential Cream, a cream so rich and penetrating that you can fairly feel the dirt oozing out of your pores. Use it twice, the second time for nourishing. Marie Earle's Cucumber Emulsion goes on over this application, to whiten your skin, and help it absorb the cream. Leave on only 10 minutes. Then finish with one of Marie Earle's three finishing lotions, as prescribed by the Marie Earle consultant, in your preferred shop. The cost of this simplified Basic Treatment is but \$3.00.

In New York, visit the Marie Earle Salon, and have your back as well as your face rejuvenated. Treatments are \$4.50. 714 Fifth Ave. Circle 7-5818.



Marie Earle

Marie Earle's Essential Cream, the first step in every treatment, \$1 to \$5. Cucumber Emulsion, used with the Essential Cream, \$1 to \$3. Eau Antirides, a soothing, delightful freshener, \$1 to \$3.25.



FAIR AS THE MOON

*with a make-up designed
especially for you . . . at the
Tourneur Salon*



NOW IS the time when women's fancy rightly turns to new make-up. Whether you crave to be fair as the moon or to flaunt a tawny sun-drenched complexion, you'll be most alluring with a Make-up Ensemble from the Tourneur Salon.

There's no guess work about it—with the help of skilled artists you actually *try on* your cosmetics. Your face powder is blended to your skin tones, by the famous Tourneur technique. Your rouge and lipstick are deftly chosen from dozens of

fashion perfect shades.

Our latest pet is the Regency Rose Ensemble—all ivory and dashing dahlia red. Or the Golden Glow—with peachy powder, copper rouge, and golden orange lipstick. And be sure to see how an audacious touch of Smoky Pearl shadow brings a romantic lustre to your eyes!

Just drop in at any one of our Tourneur Salons listed here. We'll be delighted to create a Make-up Ensemble for you entirely without charge, and with our compliments.

Tourneur

NEW YORK SALON • 136 EAST 57TH STREET

7 RUE JADIN • PARIS

You'll find other TOURNEUR SALONS in the following smart shops:

Marshall Field & Co. . . Chicago
The Halle Bros. Co. . . Cleveland
Joseph Horne Co. . . Pittsburgh
Flint & Kent . . . Buffalo
George Allen, Inc. . . Philadelphia

The J. L. Hudson Co. . . Detroit
Jordan Marsh Co. . . Boston
Hochschild, Kohn & Co. Baltimore
The Dayton Co. . . Minneapolis
The Smith, Kasson Co. Cincinnati



You can experiment with the effect of Peggy Sage's polishes by holding the fingers of this little fan next to your own, to see how the polish becomes you

DISCOVERIES IN BEAUTY

(CONTINUED FROM PAGE 96)

- In the summer we have a way of skipping our regular beauty treatments. Not that we should, mind you, but, in the country, salons aren't near at hand and we get lazy. Then, if ever, is the time to take up some of the home treatments—preferably one that is not too complicated and does its work with a minimum of preparations. Harriet Hubbard Ayer's Five O'Clock Facial fills this bill precisely—simple, but glowingly efficacious. You clean your face thoroughly with Luxuria, smooth the Harriet Hubbard Ayer Strawberry Cream thickly over your face, and let it stay there for half an hour, while you rest or take your tub. Then, off with the Strawberry Cream and on with Strawberry Lotion, patted on, in fact, so that your face emerges gently glowing. The nice point about this concise treatment is that while your skin is being stimulated, it is being lubricated as well, so that it feels not only glowing, but soft. The Strawberry Cream and Lotion are both made with real strawberries, and the cream looks like strawberries-in-cream, which is a nice midsummer idea, anyway. Of course, you find the Harriet Hubbard Ayer preparations in shops all over the country.

- Women who take good care of their skins realize that they should always have three types of cream at hand to do right by their faces—for cleansing, softening, and finishing. If you have one of those perfectly planned beauty kits always ready for overnight or week-ends, everything is all right. If not, it is a problem to make three jars fit into a suitcase, or even into dressing-table drawers, for that matter. Tussy has evolved the neatest solution of the year by providing you with the three creams, but in one jar! The jar is divided into three compartments to contain ample supplies of Emulsified Cleansing Cream, Tussy Rich Cream (rich as its name implies, for softening), and Tussy Finishing Cream. The combination isn't very expensive and

comes just in time to answer the week-ending maiden's prayer.

- Naturally, you don't stop entirely with three creams—those are only the essentials for every-day care. For example, after thirty every skin needs a certain amount of rejuvenation. As we grow older, we have a way of looking at our faces and reassuring ourselves that our skins will look better when we are more rested or when we find time for a treatment, though what we actually need is an immediate investment in, and regular use of, a good rejuvenating cream. Mello-glo has brought out a new Rejuvenating Cream as a companion for the Soft-tone Mello-glo powder, and this cream has a way of insinuating itself into the skin that is remarkable to see. You can watch it being taken up by the skin as you pat it gently, but generously in after your face has been cleaned for the night. You leave the Rejuvenating Cream on overnight, and you can wipe the surplus off, which is nice for those who refuse to go to bed greasy.

- In hot weather, the "lipstick that stays upon the lip" is more vital than ever, and the Tattoo lipstick (put it on—let it set—wipe it off) has a way of lasting and lasting. There is a new Tattoo shade, "Hawaiian," that is a sparkling and transparent red and won't turn one bit purplish on your lips. You can try the five Tattoo shades from the Tattoo Colour Selector at your favourite cosmetic counter.

- That handsome new box of Corday dusting powder that you will observe in the photograph on page 92 gives you only an idea of what Corday has to offer. For the box is water-proof, which is a fine idea, as dusting powder is usually balanced on the side of your tub. The powder is scented with various Corday floral fragrances or eau de Cologne, as well as the famous "Orchidée Bleue." (Continued on page 104)



Fifteen Minutes TO PARIS

To every one of us there come moments when we yearn for the Magic Carpet of the Arabian Nights, to whisk us away from a wearisome routine to the heaven of a new environment. . . . We bring to your attention the advantages of traveling via French Line. For at Pier 88 . . . fifteen minutes by taxi from Park Avenue . . . you find, just across the gang-plank, the very soul and authentic atmosphere of Paris!

WHEN you step on board a French Line ship, to be greeted by a row of smiling page boys, you are, to all intents and purposes, in France itself. In an instant, the most tonic element of travel . . . a complete change of scene . . . is yours.

And the scene you change to is, in all respects, delightful. Suave, subtly understanding service . . . English-speaking, naturally . . . a *cuisine* in the very best tradition of Carême and Escoffier . . .

luxurious, spacious cabins, brilliantly decorated . . . interesting traveling companions . . . and above all, the bright buoyant atmosphere characteristic of the French Line.

Choose any of our four crack liners (fast, modern, averaging only four years in service). Their officers and crews are the rightful heirs of those Breton and Norman sailors whose tradition of disciplined seamanship runs back a thousand years. Your Travel Agent will be glad to help

you plan your trip. His services are without charge. . . . French Line, 610 Fifth Avenue (Rockefeller Center), New York.

The FRENCH LINE is pleased to announce that the new

★ **NORMANDIE** ★

largest and most modern of liners . . . luxurious . . . beautiful . . . will make her first sailing from New York to Plymouth and Le Havre on June 7, 1935.

French Line

SAILINGS TO ENGLAND AND FRANCE: NORMANDIE, June 7 and 22, July 10 and 31 • ILE DE FRANCE, June 29, July 20, August 10 • CHAMPLAIN, June 15, July 5 and 27, August 15 • Special Sailing: LAFAYETTE, June 20, New York to Havre, via Boston and Quebec—a delightful Canadian Cruise combined with your trip to Europe

Lovely Women Everywhere...

practice Miss Quinlan's subtle rites of make-up



All my Make-Up preparations have been evolved with a scientific understanding of skin tones. That is why they will give any woman greater loveliness!

Lipstick de Luxe: So that you may have the exciting beauty which the right lipstick gives, Lipstick de Luxe was created. In three enchanting, true and indelible shades... Red Radiance, Poppy and Tangerine. They blend flatteringly into the color of your own lips. \$1.50.

To insure the complete success of your make-up, you need these superb make-up foundations.

Mist of Dawn Liquid Finishing Cream is perfect for women who like a cream foundation. It transforms your skin instantly into a miracle of radiant, velvety smoothness, and keeps it soft and luscious for hours, without a hint of shininess. \$2.00.

Make-up Lotion is for the woman who prefers a liquid founda-

tion. Soothing...and so delicate that it cannot clog the tiniest pore—it gives your skin a lovely, even, pearly tone that appears to be all its own. \$1.50.

For an exceptionally lovely effect, blend the two foundations!

Don't choose the wrong powder! Both my powders come in shades which harmonize perfectly with my make-up foundations.

Mist of Dawn Powder blends imperceptibly and flatteringly into your skin, like a film of sheer glamour. It is delicately scented...and economical! \$1.50.

Poudre des Perles is an aristocrat among powders... exquisitely silky and luxuriously perfumed. Airy, delicate and light...it touches your skin with a fragile, romantic beauty. In a lovely crystal jar. \$3.00.

The better stores have my preparations, or you may write direct to the Salon, 655 Fifth Avenue, New York.

Kathleen Mary Quinlan
STYLIST IN BEAUTY
Copyright, 1935, by Kathleen Mary Quinlan, Inc.

DESIGNS FOR SUMMER

(CONTINUED FROM PAGE 87)

THE first accessory rule to remember this year is that dark belts, bags, hats, and shoes are smartest with light frocks, and vice versa. The dress farthest left on page 86 (No. S-3820) is charming in Mallinson's crêpe printed in black and violet on pale pink. A violet belt and lacings will accent the print smartly, and with a cart-wheel hat—perhaps in pale pink, with a violet band—this frock would be chic for weddings or late afternoon formality.

• The second frock (No. 383) on the same page is equally effective in a plain dark crêpe, for town, or the fabric in which it is shown—Maginnis and Thomas's white foulard sprinkled over with tiny red hearts that look like polka-dots. With the first choice, wear a white straw hat and gloves for your town high lights, or, in rustic moments, a shiny, rough red straw.

• A sheer, pale grey crêpe from Cheney will make the third dress (No. S-3819) cool and infinitely wearable. In its shorter street-length, a navy-blue belt, shoes, and tiny hat will be smartly urban; deep Dubonnet-red is another good accessory choice. As a dinner-dress, ankle-length, a plain crêpe or a chiffon is disarming in its simplicity. Black or navy-blue is perfect for summer dining. And if you haven't tried lilac or cornflower-blue, do. They can be beautifully flattering to both figure and complexion, providing that you choose the right shade.

• The last dress on page 86 (No. 382) is delightful in aquamarine "Billowee" silk crêpe from D. I. and C. H. Stern, or in a triple sheer. The ruffle under the chin is piquant if you back it with another of white organdie or starched chiffon, to match the bands

at the cuffs. Try this dress in black for town—but be sure that your accessories relieve its darkness.

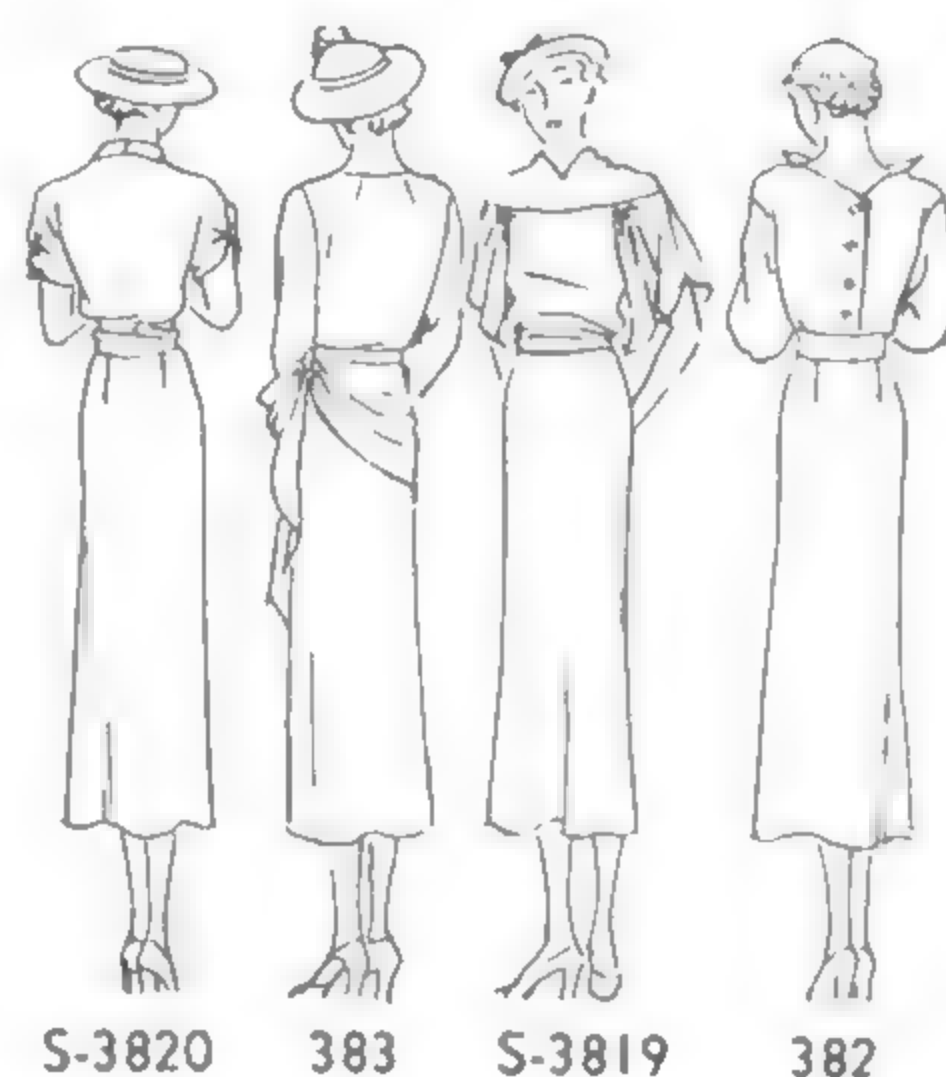
• On page 87, the first dress (No. 7043) is the epitome of simplicity and the sort of frock that you can wear from June to October. Make it of pale blue bird's-eye piqué from Matthew W. Ryan Sons, with dark blue buttons; or of Eugene Messner's pink cross-barred cotton, with buttons in the deep red called Dubonnet. Of course, white is always a good hot-weather accessory colour; and, in this case, a white piqué jacket and hat to match are a brilliantly simple way to add to the uses of a coloured frock.

• The next dress (No. 7048) is amazing because of its versatility. Its lines are as charming in wool as in silk or cotton; if you make it of a pale pink light-weight summer fabric—Forstmann's Coolaine, for example—you will have a costume that is equally chic and comfortable for warm or cool days. Here again, Dubonnet-red accessories are smart; or brown or navy-blue for your hat, shoes, belt, and buttons is tremendously chic.

• The pleated dress (No. 7047), shown third on the page, is very gay made of a Peter Pan fabric, a white damask broadcloth, printed in little red and blue circles—colours which are charming repeated in accessories. This one-piece frock is equally useful in a plain, washable sports crêpe.

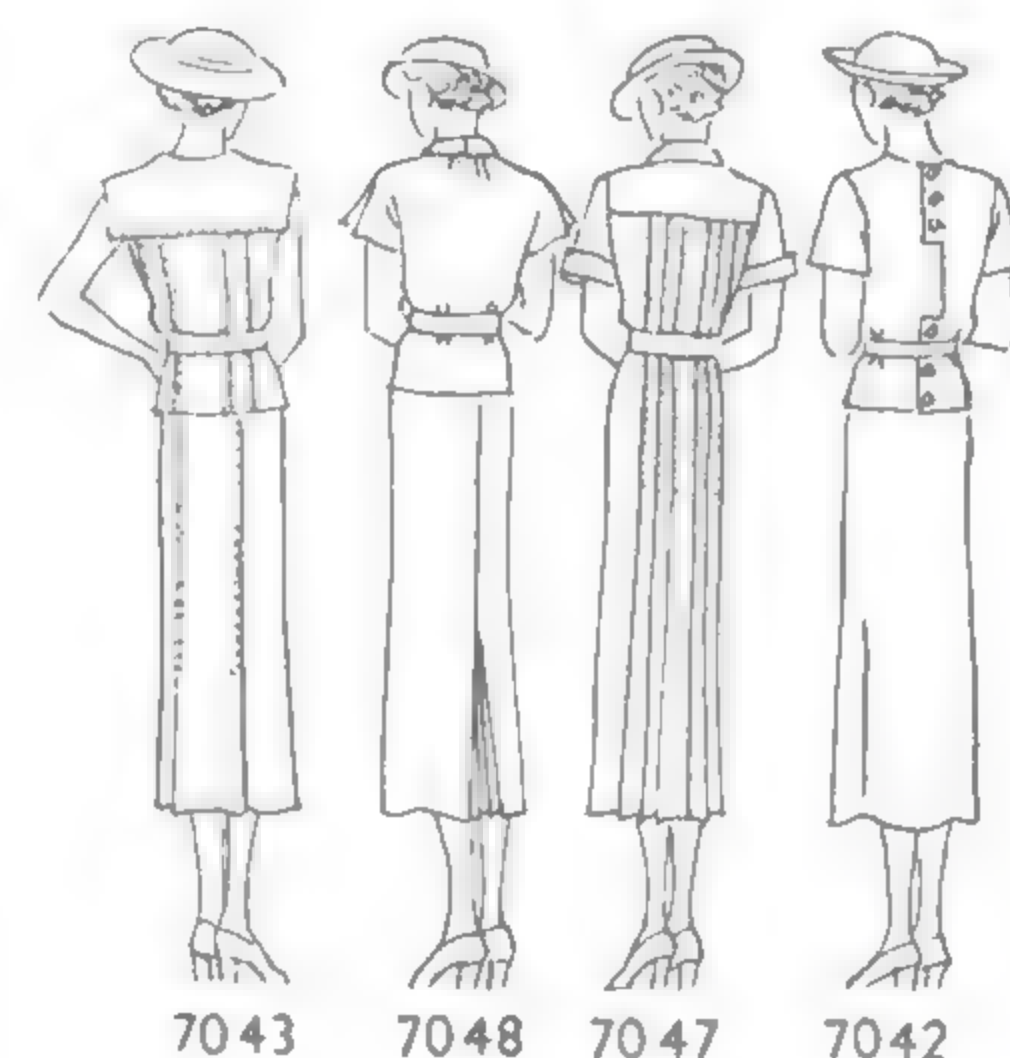
• The last dress is one of those chameleons—as effective of Douglas Brown's Sanforized-Shrunk shirting linen, in white, as it is in navy-blue or brown or dark green. If you use a dark or a bright colour, however, blanket-stitch and initial the dress in white and wear a white hat and belt.

DESIGNS FOR DRESSMAKING



Sketched above, and shown on page 86, are four cool, versatile, and charming frocks, all one-piece models. They are designed for sizes: S-3820 and 383 in 14 to 40; S-3819 in sizes 14 to 42; 382 in sizes 14 to 20; 32 to 38

Sketched below, and also on page 87, are four gay and indispensable summer sports dresses. These models are designed for sizes: 7042, in 12 to 42; 7047, in 34 to 46; 7048, in 14 to 40; and 7043, in sizes 12 to 20; 30 to 38



PATTERNS MAY BE PURCHASED FROM ANY SHOP SELLING VOGUE PATTERNS, OR BY MAIL, POSTAGE PREPAID, FROM VOGUE PATTERN SERVICE, GREENWICH, CONNECTICUT; AND IN CANADA, AT 360 ADELAIDE STREET, WEST, TORONTO, ONTARIO. PRICES OF PATTERNS WILL BE FOUND ON PAGE 128.

HERE'S THE WAY TO BANISH "Razor Stubble"



AFTER REMOVING
ARM AND LEG HAIR



*A Discovery that Not Only
Removes Hair Instantly, But
Completely Solves the Stiff
Re-growth Problem*

NOW one can actually *get rid* of arm and leg hair. Can, once and for all, banish the coarsened re-growth, the bristly stubble that follow the razor.

This is due to a new scientific discovery by one of the leading cosmetic laboratories of the world. A way that solves the arm and leg hair problem as women have always hoped it would be solved.

What It Is

It is an exquisite toilet accessory, resembling a superior beauty cream in texture.

You simply spread it on where hair is to be removed. Then rinse off with water.

That is all. Every vestige of hair is gone—gone so completely that, even by running your hand across the skin, you cannot feel the slightest trace of stubble. For this amazing creation *definitely ends after-razor "stubble"*.

When re-growth finally does come, it is utterly unlike the re-growth following the razor and old ways. You can feel the

difference. No sharp stubble. No coarsened growth.

The skin, too, is left soft as a child's. No skin roughness, no enlarged pores. You feel freer than probably ever before in your life of annoying hair growth.

Where to Obtain

It is called NEET—and is on sale at all drug and department stores and beauty parlors. Costs only a few cents.

Neet

CREAM HAIR REMOVER

ANSWERS TO CORRESPONDENTS

ANY reader can obtain from Vogue Information Service answers to questions on social conventions, customs, and matters of etiquette; on costume and fashion; on household decoration; on shops dealing in merchandise of interest to Vogue readers; and on other subjects that fall within the scope of this magazine.

RULES FOR CORRESPONDENTS

(1) The name and address must be legibly written or printed at the beginning or end of every letter.

(2) In order to answer all inquiries promptly, Vogue suggests that as few questions as possible be asked in any

one letter; a reply may be delayed because of totally unrelated questions, any one of which may require a considerable amount of research to answer it adequately.

(3) Unless requested to keep a reply confidential, Vogue is privileged to publish any inquiry and answer that it considers of interest to its readers.

Miss F. R. S.: When I give a theatre party of eight or ten people I find that, unless my guests all happen to be intimate friends, it is a problem to get them started for the theatre until the first act is nearly over. I, personally, hate being (Continued on page 121)

SHOP-HOUND

(CONTINUED FROM PAGE 67)

• Uplift is the ambition of every good brassière, but the best one in the world can't do any real work unless it fits. Ruth Merzon, at 45 West Fifty-Seventh Street, is almost a crank on this subject of brassières that are made to fit the individual. Of course, she is right in stressing their importance—except for those perfect thirty-fours who don't need brassières anyway. Ruth Merzon inherited her business from her mother and is planning to pass it on to her daughter, so you see what a serious matter she considers it. She is particularly interested in correcting faults that date back to poor adolescent control of bust muscles. Remember those tight, flat bands that we all wore once to make us look boyish? They were just about as evil as the plague. Anyway, her brassières are designed to help your muscles get back a little strength, and she changes the brassières as the muscles get stronger. Incidentally, if you are having a baby, you certainly ought to have your brassières changed constantly—and intelligently—if you want to keep your firm girlish figure. Or, if you are athletic, your brassières are an important part of your equipment. Ruth Merzon makes a grand riding-brassière that is built up under the arms, has practically slip-proof shoulder-straps, and keeps you firm without giving you that tight feeling. Her ready-made brassières start at about \$3, and she won't let you out of the shop without fitting you properly. Her made-to-order models start at about \$6.

• Forstmann has developed a light, airy fabric called Coolaine that you can wear on the hottest days without having it crush up and look limp on you. It is extremely porous, is made in beautiful shades, and has a certain texture quality that makes it particularly good for tailored summer clothes, whether for town or sports wear. You can see some good examples as to what can be done with it in both the misses' and the women's departments at Wanamaker's. There are even Coolaine hats to go with the dresses, and pretty smart they are, too.

• How anxious are you to shelve your excess poundage? Anxious enough to bend and strain over stubborn soil, to pull up weeds in the blistering

heat? If you are, plant a garden! The most modest patch will give you a kick you've never known. There's a curious, indescribable kind of fun in rearing a newly discovered species of posy from the time it was knee-high to a sprout. Max Schling, at 618 Madison Avenue, has a collection of buds making their bow this season that will send you a-dither, if you're flower-minded. There's a heavenly new snapdragon that is hardier than ever and free from rust (rust being an appalling flower scourge), a new dahlia that is quilled, a marigold that is carnation-flowered and has odourless foliage, and a zinnia in a new shade called "Desert Gold." Max Schling also has a cosmos in a brilliant new orange, and the *Hunnemannia* (a golden-yellow tulip poppy, in case you're as puzzled as we were) blooms now in semi-double splendour. The most patient and painstaking counsel is to be had for the asking, so, complicated as gardening may sound, who's afraid?

• Janet Rose has a small shop at 665 Fifth Avenue, but it manages to have a worldly air about it, as if it knew everything that was going on and didn't miss a trick. I'm sure Miss Rose doesn't, either, for that matter. She goes to all the Paris Openings and comes back with a few choice dresses, some excellent hats, some of the best bags, and a lot of good jewel ideas. Now that summer is coming on, she knows that dresses must be light, bright, and inexpensive, so, being a broad-minded woman, she has ready-made linen and silk dresses—all chosen with the same discrimination that she uses in Paris. The prices begin at about \$40, and the clothes are really good.

• Sig Klein, at 52 Third Avenue, makes life easy for the fat men whom nobody loves. He makes shirts, socks, pyjamas, and even ties for "out-sizes" and does it in a fine workmanlike manner, with a large variety of fabrics from which to select. His shirts cost from about \$2.40, pyjamas about \$2.50, summer bathrobes (as large as a tent, if you want them to be) for about \$5. You can get socks up to size fourteen, and extra-size garters to hold them up, and Mr. Klein never thinks a fat man is funny.



"...and on our honeymoon we'll take
a ride on The George Washington"



THE GEORGE WASHINGTON • THE SPORTSMAN • THE F. F. V.
The Finest Fleet of Air-Conditioned Trains in the World.



George Washington's Railroad
CHESAPEAKE and OHIO
Lines
Original Predecessor Company Founded by George Washington in 1785



YOU'VE WON HIM— NOW YOU MUST KEEP HIM...

Don't let COSMETIC SKIN spoil your good looks!

SO much of a woman's charm depends on keeping her skin clear—appealingly smooth. Yet many a woman, without realizing it, is actually *spoiling her own looks*.

When stale make-up is not properly *removed*, but allowed to choke the pores day after day, it causes unattractive Cosmetic Skin. Tiny blemishes appear—enlarged pores—blackheads, perhaps—warning signals of this modern complexion trouble.

Cosmetics Harmless if removed this way

In Hollywood the lovely screen stars *protect* their million-dollar complexions with Lux Toilet Soap—the soap especially made to remove cosmetics *thoroughly*. Its ACTIVE lather sinks *deep* into

the pores, carries swiftly away every vestige of dust, dirt, stale powder and rouge.

Before you put on fresh make-up during the day—**ALWAYS** before you go to bed at night, give your skin this protecting, beautifying care. Exquisite smooth skin is a priceless treasure. Don't take chances!

ELISSA LANDI
PARAMOUNT STAR



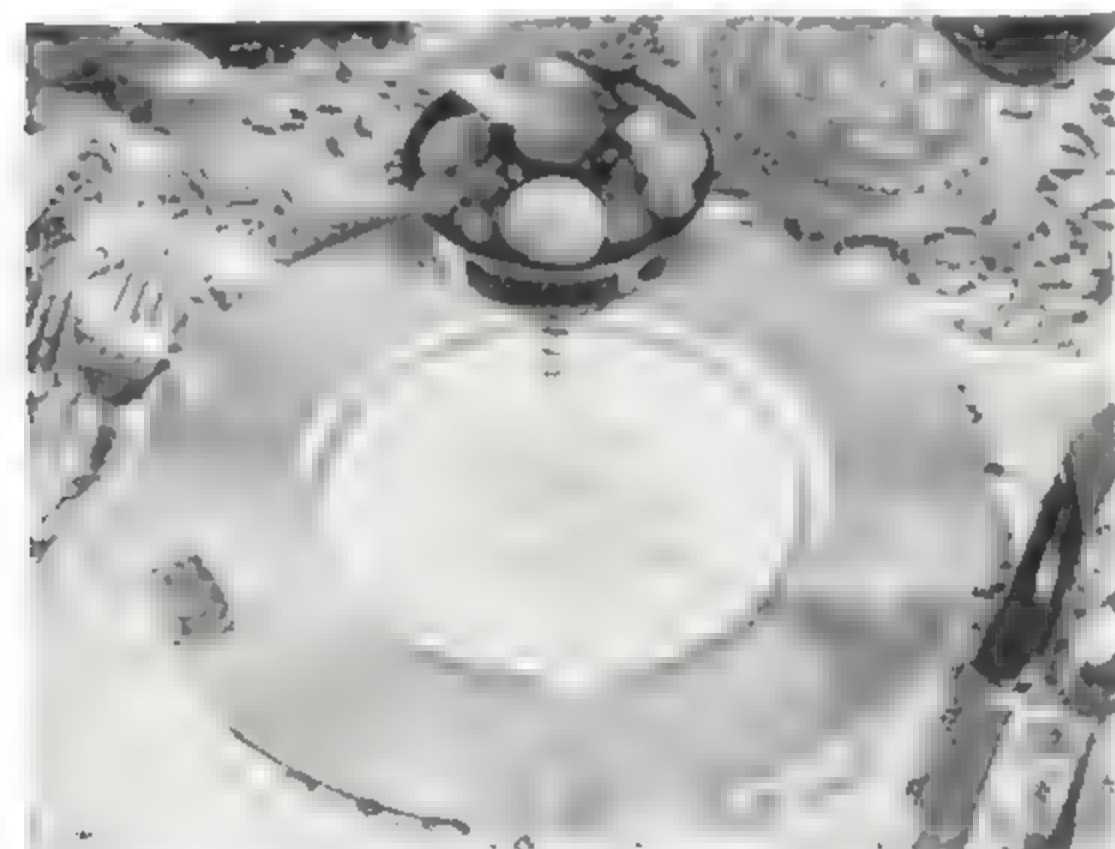
ANY GIRL CAN HAVE A SMOOTH, REALLY LOVELY SKIN. YOU CAN USE COSMETICS AS MUCH AS YOU WISH IF YOU GUARD YOUR SKIN AS I DO—WITH GENTLE **LUX TOILET SOAP**



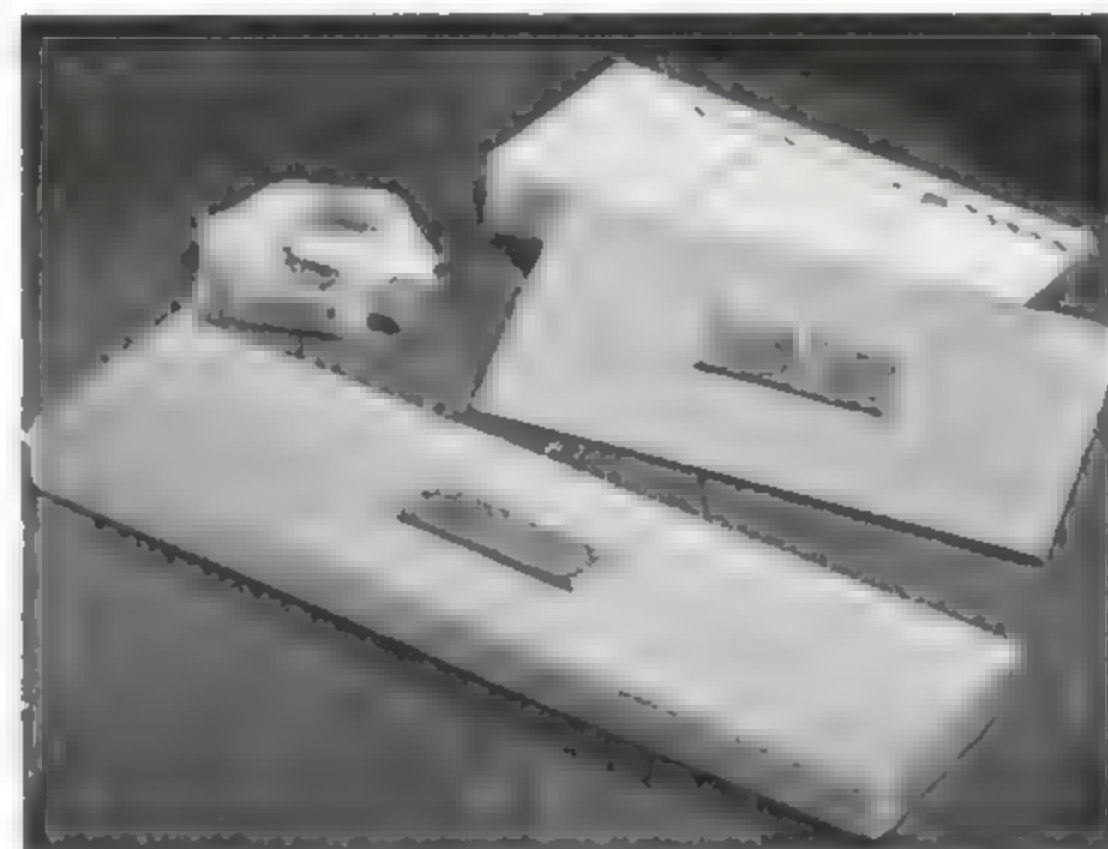
The Stratford Bowl, \$9.50
Crystal ball enhances beauty of metal.



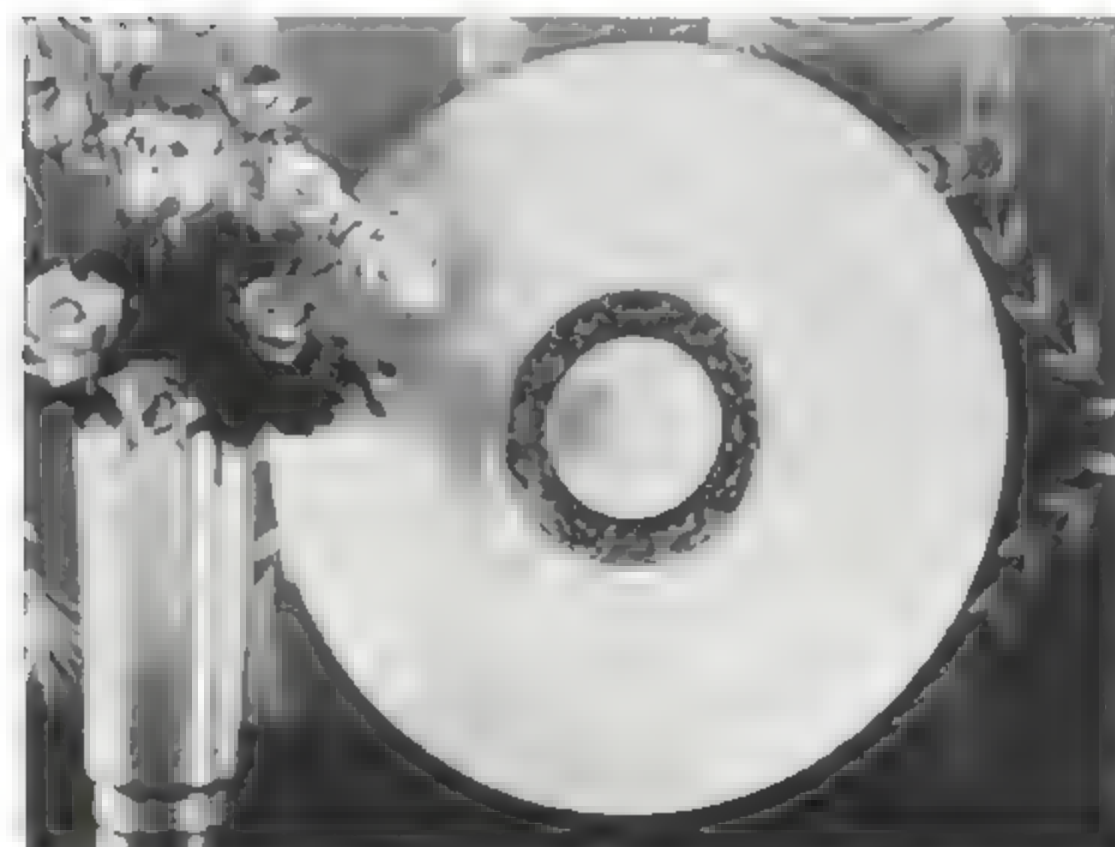
The Laurel Tray, 12-in., \$6.50; 15-in., \$8.00; 18-in., \$9.50



The Zodiac Service Plate, 11-in., with zodiac signs, \$3.00; plain, \$2.75. Sandwich size, 10-in., with signs, \$2.75; plain, \$2.50



The Virginian Cigarette Box, \$5.00; The Carolinian, \$6.50; The Hexagon Ash Tray, 4 for \$5.00



The Zodiac Platter, 18-in., \$10.00; 22-in., \$15.00. The Sherwood Vase, \$4.75



The Wiltshire Flower Bowl, 9-in. Diam. \$4.00

- No blur of tarnish will ever mar the stately beauty of Kensington, the lustrous new metal with the soft, rich glow of old silver.

Here is assembled for you a provocative array of pieces, made for giving, and made for living, to-day, this summer, always. See them at the better department, jewelry, and specialty stores.

Kensington
INCORPORATED
OF NEW KENSINGTON
PENNSYLVANIA

DISCOVERIES IN BEAUTY

(CONTINUED FROM PAGE 98)

• Beauty equipment for the guest-room that is practical and inexpensive is every hostess's summer desideratum. Christy has a bright thought in this direction in the form of a Gift Set that includes eight different lipstick and rouge shades. Little wells of the lip pastes and rouges are set into a shallow black case, and the original idea was to vary the shades according to the costume colour you are wearing. And we find this set even better adapted to guest-room use. The pastes must be applied with your finger-tip, anyway, so, after one guest has used whatever shade she likes, you can wipe the surface off with a tissue and put the set back in the guest-room dressing-table ready for the next weekend. There is enough of a variety of shades to make everybody happy, as well as beautiful, and to keep experimental guests amused.

• Another guest-room inspiration that the hostess-on-a-budget will welcome is the new Houbigant Dull-Finish Make-Up Ensemble. The four attractive little containers in an equally attractive outer box include the Houbigant Quelques Fleurs Skin Lotion, Hand-Processed Rouge, "Dull-Finish" Face Powder, and Tenace Lipstick, and the entire business costs around one silver dollar! This set is also excellent for travelling and vacations, especially since the skin lotion serves as a cleanser, as well as a powder foundation. The little Houbigant flower-basket, one of the most attractive of cosmetic insignias, is celebrating its one-hundred-and-sixtieth anniversary this year, for it began its life as the Houbigant symbol in 1775 at the same address in the faubourg Saint-Honoré that the Houbigant headquarters still occupy in Paris. In a world of constant flux, this is a pleasant thought, and Houbigant is celebrating the longevity of its success by the Anniversary Package that you see in the photograph on page 90. This is a simple crystal flacon filled with "Quelques Fleurs," "Idéal," or "Bois Dormant," packed in a box with the flower-basket on top. Since it is an anniversary celebration, you get quite a lot of perfume for quite a small sum of money.

• Any compact, complete little set of preparations by your favourite maker is always a boon, because there are any number of times when you want to toss equipment into a week-end bag on a moment's notice or proffer a complete assortment in miniature to a visiting lady. One of the newest of these sets is by Martine Haubret Products, the creator of preparations that all have natural herbs as the basic ingredient. This is the series that includes no creams, but lotions, balms, and soap, and this newest facial-treatment set provides you with Herbe Baume for toning and softening; Herb Soap for night cleansing; Herb Cleansing Lotion for in-between cleanings; and three of the Herb Sachets that are one of the important features of the Haubret series. These sachets are to be used in a vapour bath to relieve the skin of blackheads and excess oiliness. The application

of the sachets requires some time, but it is well worth it in the resultant clarity of your skin. And the Martine Haubret Products in general are not inexpensive, but are very fine indeed. These preparations are always done up in smart boxes with a wood-like finish and are in many of the better shops throughout the country. If you can't find them conveniently, you can always order them from Saks-Fifth Avenue, in New York.

• There has been a good deal of talk recently about scrubbing your face with a nice little brush. This is certainly very much in order, because dermatologists have been prescribing facial scrubbing for various skin treatments for lo these many years. Probably the reason that the idea is so much in the air at the moment is the grand new brushes that are being produced for the scrubbing. For example, the Prophylactic complexion brush has just about now reached your cosmetic counter, and it is well worth investigating. It is shaped like an egg, an Easter egg, presumably, because the tops are merrily coloured in shades that will look well in your bathroom, but the shape was created more for use than *décor*. You will find that the end of the brush will go neatly into the corners at the sides of the nose. Also, the ends of the bristles are rounded, in order to treat the skin with the proper consideration, and the tops are shaped for a convenient grasp. You can find these brushes in department shops all over the country, and they are not at all expensive.

The Prophylactic people are continually doing advanced things with brushes, and why not, since they have been in business since 1866 and should have some pretty sound ideas about their products? The most recent innovation is a round-end bristle toothbrush. When you hear of these round-end bristles, consider the times that your dentist has murmured or held forth at length about massaging your gums, as well as brushing your teeth. This saga has made you feel that the whole matter was pretty important, even if you weren't paying too much attention to it. Well, the Prophylactic round-end bristles have been ground and smoothed so that they are adapted equally to massaging the gums and brushing the teeth. You have to be told about this new feature, because you could barely detect it at sight, but if you ask for the round-end bristle Prophylactic brush (it is made in the small size for adults), you will find it at all drug and department stores.

• You must keep your hair in beautiful condition during the summer, because it takes such a beating from the wind and the water. This means brushing, of course, to bring back the life that the sun bleaches out of your locks, and more frequent shampoos to get the salt water out of your hair. If you are out of convenient range of your hair-dresser and depend upon your maid's or your own ministrations for a thoroughly cleansing shampoo, a very present help in that matter is Drene, the Procter and Gamble liquid shampoo. (Continued on page 106)

Do you

**DORIS, PROMISE TO CARE FOR THIS MAN IN
THE STYLE TO WHICH HE IS ACCUSTOMED?**



**... THEN WHISPER TO SOME OF YOUR CLOSEST FRIENDS—
“PLEASE GIVE ME CANNON’S FINE PERCALE SHEETS”**

Top quality in a percale sheet. . . . We’ve made you a sheet so fine it feels almost like silk against the skin. This luxury-sheet is made of combed yarns, more than two hundred flawless strands to every square inch. Its weave is marvelously close and even and smooth. It has a special finish, for softness and lasting snow-whiteness. For extra strength, a tight ribbon selvage runs all around. Exquisitely hemstitched, up to the selvage—not across. Monogrammed by your store, at small extra cost. . . . *Trousseau quality, corner to corner!*

Now sold at less than top cost. . . . This sheet is really a Find, but one easy to locate. Our Fine Percale is ready and waiting, at any good store or shop that knows its wedding presents—and at prices around \$2.50 per. This means that your friends can save a *third on each sheet* and still give you top quality percale. (There’s not much point in their being spendthrift, even if you do like your sheets snow-white and satin smooth.) . . . Remember: *Top quality in a percale sheet can be any one’s now, at considerably less than top cost.*

Three First-choice Sheets. . . . In addition to Fine Percale, Cannon now provides Utility Percale (smooth, fine, light, strong) at about \$1.60 each—and Cannon Muslin (soft, even, everlasting) at a dollar or thereabouts. . . . Each one is the smartest buy in its class, since it stands as high as any other kind and costs considerably less. . . . On sheets, as on towels, the Cannon name is every one’s guarantee of maximum value. . . . Cannon Mills, Inc., 70 Worth Street, New York City. World’s largest producers of household textiles.

Cannon

MADE BY THE MAKERS OF CANNON TOWELS



Sheets



● Summer smartness dons a June dove-softness—breezy and spirited in a delicately fashioned *Lampl* Chalkelle Boucle. Scottie details—lyrically lovely hand crocheted frill to perk up your personality. ● Designed for summer's jubilant, colorful background, it will gain a triumphant reception at the shore, garden tea or the sports grandstand. Buy it at your favorite store or shop, in petal tones of formosa pink, aqua mist, white, heaven blue, chamois yellow.

LAMPL KNITWEAR COMPANY • CLEVELAND, OHIO

DISCOVERIES IN BEAUTY

(CONTINUED FROM PAGE 104)

The probabilities are that you will become so attached to it that you will be extolling its virtues to your hairdresser when you get back to town. Drene is very simple to use—you need only a few drops for a good creamy lather, and it rinses out beautifully. Lukewarm water is advised, which makes it all admirably simple, if you happen to be on a trip or at a camp where hot water is not immediately on tap. After using Drene, the hair feels soft and the scalp refreshed, and you don't have to follow the shampoo with any special rinse. There is a fresh, faintly lemony after-fragrance that is very pleasant.

● When you get hot and your hair gets sticky and moist, it's a most satisfactory idea to have a sweet-smelling tonic on hand with which to make your scalp fresh and clean until the next shampoo. We discovered a lovely one recently, a classic probably, but entirely new to us—Roger and Gallet's Lotion in "Fleurs d'Amour" and "Gloire de Paris" fragrances. You saturate a dab of cotton with the lotion, part your hair in sections, and rub the lotion over the scalp. This gives you the coolest, most revived feeling and incidentally does away with all these little dandruff-like flakes that appear under the influence of salt water. In all the shops where the Roger and Gallet scents and soaps are sold.

● On page 98, you will see a little fan made of composition fingers, a bright idea of Miss Peggy Sage. If you want to see how a certain shade of polish would look on your own particular finger, you can hold the little painted finger up to your own and get the exact effect. Peggy Sage has these fans in her own salon in New York, where people have infinite fun with them, and they are to be seen at cosmetic counters, as well.

The business of combining polish shades, an old Sage stunt to begin with, seems to be coming to the fore again, and Miss Sage keeps recorded in her little book the favourite combinations of various clients—such as, Fire-Engine Red under Topaz, Diane-Red under Topaz, and Emerald-Green with Medium.

● Nu-Nail, the nail beautifier that has worked such wonders in rehabilitating brittle and split nails and ragged cuticles, has developed new uses for itself. It proves marvellously efficacious in softening the cuticle around toe-nails as preparation for summer pedicures, which, incidentally, are becoming practically as essential as manicures to every one who spends any time on a beach. Also, Nu-Nail has been discovered to be most efficient in combating the little callous spots that appear upon the fingers of those who wield the pen that is mightier than the sword.

PORTUGAL

(CONTINUED FROM PAGE 66)

strains of the *Fados*—mournful Portuguese songs singing only of misfortunes. One may hear the *Fado* being sung also in the Café da Luso or in the cafés of the Rua da Barroca (the closed district of Lisbon).

Among the most beautiful houses of Lisbon is the Palace of Fronteira, which is set in marvellous gardens. Its royal gallery, surrounding the courtyard and great pool filled with swans, is entirely decorated with bas relief and ancient tiles, and its chapel façade is made entirely of sea-shells and bits of bright priceless porcelain.

The hospitality and gaiety of Lisbon society are unrivalled. Many beautiful women, such as Dona Maria Luisa Meirelles Prosser de Andrade, or Mademoiselle de Pernas, sing the *Fado* with incomparable charm. Virginia Vittorino not only sings with talent, but is the author of beautiful verses, and the excellent pianist, Armando Rodrigues, has a superb voice.

Coimbra—in the pleasant country of Beira—is a Portuguese Florence. It is the old university town of Portugal, where Salazar studied—Salazar, the excellent administrator and financier to whom Portugal owes a great prosperity. All the students go about draped in long black capes. And the women of Coimbra—walking like queens because of the large jars or baskets on their heads—are celebrated for their beauty. If one wishes to visit Coimbra, one should settle down at Buçaco, where the Palace Hotel is open all year—a hotel perched at the top of the Serra of Buçaco, covered with a magnificent forest of green oaks,

cedars, cypress, and mimosa. And there are many other picturesque towns that will attract you.

Tomar is like a corner of Palestine. The ancient stronghold of the Knights Templars of Christ is an extraordinary example of Portuguese architecture from the twelfth to the seventeenth centuries, with its famous Manuelin window, ornamented with cords, seaweeds, fossils, and crowned with the cross of the Order of Christ. At Batalha, one finds the Monastery of Saint Mary of the Victory, its cloister perhaps the most perfect flower of all Portuguese art. Alcobaça and the Cloister of Silence, where King Denis composed poems; the monastery of Santa Maria; and the tombs of Portugal's Romeo and Juliet—Ines de Castro and King Pedro I.—nicknamed also Pedro the Cruel. The tombs are placed foot to foot, so that Ines and Pedro may be face to face and eyes to eyes on the day of Resurrection. And, finally, there is the little port town of Nazareth—a typically native beach. Fishwives, severe and stoic under their long black mantles, are massed against the white houses, waiting like statues for the return of the absent. Fisherfolk and sea—both apparently unchangeable by time!

● Note: Bonwit Teller has a collection of beach clothes inspired by the costumes worn by native Portuguese, like those shown in the photographs on pages 64 to 66. There are pyjamas and shirts of plaid cottons; stocking-caps copied from fishermen's caps; and knee-length coats with hoods.

Beauty

THE
SUN SHINES
ON



DON'T LET YOUR SKIN TAKE A SUMMER VACATION! Sun and sea air have a telling effect on the loveliest complexion. Keep your skin vibrant, clear, with Du Barry fifteen-minute daily beauty ritual. First, Du Barry Cleansing Cream; it penetrates deep and frees the pores of dust and make-up. Remove with Du Barry Cleansing Tissues. Then, to be sure your face is "pore-deep" clean, wipe away every remaining vestige of cream with Du Barry Skin Tonic and Freshener.

To tone up the circulation, saturate a fresh pad of cotton and pat lightly over the entire face and throat. To retain the natural oils and stimulate the tissues, use the emollient best suited to *your* skin. Du Barry Special Skin Food for dry skin—Du Barry Tissue Cream for normal or oily skin. Combine with Du Barry Muscle Oil to smooth out stubborn fatigue lines.

FOR DAYS IN THE SUN. Du Barry has the perfect make-up aids to give you a lovely golden tan. Du Barry Face Powder and Du Barry Powder Lotion come in deep tan for brunettes and light tan for blondes. Du Barry Nasturtium and Orange Rouge and Lipstick are heavenly summer shades. And to be just a little more alluring, use Du Barry Green Eye Shadow. "*A word to the wise*"... as a finishing and protective base, use Du Barry Foundation Cream before applying make-up.

★ ★ ★

THE RICHARD HUDNUT SALON . . . 693 Fifth Avenue . . . New York City . . . *Ann Delafield directing* . . . makes staying in town a delight. Here, under one roof, you can have everything pertaining to beauty, along with sunshine and fun. The unique Right Angle Face Treatment; exercise; body massage, coiffure, pedicure, manicure. Air-conditioning throughout. And on the famous Sports Roof, you play your way to slenderness under the sun! Telephone PLaza 3-6930.



DU BARRY
Beauty Preparations

Sold in Fine Shops Everywhere

New York **RICHARD HUDNUT** Paris

DECORATOR'S LOG

FOR years, men have set sweating high-ball glasses down on fine old tables, and for as many years the women who cherished them (the tables and the husbands in the order mentioned) have searched vainly for a remedy. W. F. Cooper, at 10 East Fiftieth Street, offers coasters—the handsomest kind of eighteenth-century English ones—as a palliative, if not a cure. There are any number of attractive ones tucked away in various parts of the shop, in lacquer and in silver, but the smartest by far is a set of six that will so intrigue the man of the house that he'll forget his carelessness was responsible for their being there. The outside of the coasters is doeskin; the inside, red leather; and the rims, Georgian silver. The set of six costs about \$65.

Done with the same appeal to the sporting heart are two cane, umbrella, and crop stands. These are assembled pieces that, incredibly enough, are nothing but four coaching horns, two coaching lead bars (these are yellow or red), and connected pole chains, but the result, even if you're not "horsy," is something you'll long to own. These stands cost about \$225 each—but you won't see any just like them anywhere.

- If the inexpensive Mexican mats at James Pendleton's, 19 East Fifty-Seventh Street, are propaganda, let's make the most of it while they last. They're as gay as a fiesta, as informal as fun, and belong, more appropriately than most outdoors things you see, to the swimming pool, the terrace, the sun-porch, the beach club, or the *cabaña*. The mats start in price at about \$2.25; while the baskets, done in the same brilliant colours, range from about \$2 to \$8.

Also from across the Rio Grande come the decorative Mexican lemon-wood cigarette boxes and ash-trays that Mr. Pendleton has in quantities. These are starkly black and white and have small designs of conventionalized birds and flowers in an all-over pattern. The boxes cost about \$4, while the trays are about \$2.25. Lest you expect to find Mr. Pendleton in chaps and a sombrero, let us hasten to add that these Mexican novelties constitute the smallest part of his stock and that, among other things, you'll find a green, black, and white leather backgammon-board edged with mirrored glass (this, complete, costs about \$65) that you'll want on sight.

- Haven't you wondered all this time why some one hasn't perfected a slip-cover that doesn't wrinkle, bulge, slide, or snap at the slightest tug? If you have and want one, head straight for W. and J. Sloane and see the slip-cover millennium in action. This store has worked out furniture coverings with slide fastenings that, because of certain patented trick arrangements inside of the chair, never move so much as a fraction of an inch. This makes it possible to order your furniture in the muslin, with an assortment of seasonably appropriate coverings that may be changed as often as you can afford. These are so well tailored that it would never occur to you that they were not permanent upholstery.

In the less expensive range, there are still the regulation slip-covers, done to perfection and in a very distinguished variety of materials. A set of three, including a couch, wing-chair, and club chair, will be made to order in one of a number of fabrics in stock for about \$44. These materials include chintzes, Sanforized-Shrunk cottons and linens, and Sanforized-Shrunk herring-bone twills. More expensive fabrics, some costing as much as \$7 a yard, are available if the client wants a more luxurious job done. Ready-made summer window-curtains that will combine attractively with the slip-covers selected may be had from \$5.75 a pair. In the very high-priced fabrics, the curtains will need to be made on special order.

- Perhaps you can't do your room over this summer, yet something has to be done about the drab, down-at-the-heel look that it has suddenly acquired. In this emergency, look at some of the hand-painted sun-proof glass curtains designed by Frances T. Miller, 1 East Fifty-Third Street. They are made of organdie or voile and are gaily decorated with free-hand designs. These are variously called "Sea Swirl," "Polka-Dot," "Shell," and "Variations" and are very much in the modern mood. Two and a half yards long, they cost about \$9.50 a pair. Just in case you weaken and decide to do more than you planned, there are some delightful hooked rugs here that correspond in pattern with the curtain designs and can be woven for you in any colour you crave. These cost from \$2 to \$3.50 a square foot and are as effective as can be.

- If you see an energetic housemaid scrubbing what looks like papered walls with soap, water, and a brush, without damage to the texture, colour, or design, more than likely she's been cleaning Salubra. If the object of her industry has the look of satin, silk, or damask, undoubtedly she's at work on Tekko.

These two imported wall-coverings are to be had in every colour, period, and design. In the Tekko range alone (and these wall-coverings cost from \$10 to \$15 a roll), there are seventy-two colours available. This type of covering is particularly good in rooms one refers to with awe as "Handsome," for clubs, theatre foyers, or entrance-halls; while Salubra (which costs from about \$2 to \$4.50 a roll) has perhaps a wider use.

Salubra has charming designs for every room in the house, and, on bathroom walls, it is an absolute life-saver, for no amount of spattering from a badly behaved shower will do any permanent damage. In children's rooms, Salubra withstands the onslaught of candied apples, lolly-pops, and an occasional water-logged Teddy-bear without serious consequences, and often as it's scrubbed it never fades. Salubra looks exactly like any very high-grade wall-paper, but it has this great advantage of cleaning with soap and water.

You'll like the hundreds of designs on display at the Tekko and Salubra Wall Cover Company at 230 Park Avenue tremendously—each one so much that a choice will take you days.

SAVOY AND DAUPHINE

Invite YOU

World-famous spas, where health-giving waters and high, keen air, a brilliant sun and a smart crowd turn "getting-fit" into an adventure ▼ Spring lingers on the glorious heights of the French Alps, flares into valleysful of flowers, blossoms on the visitors' cheeks...life is idyllic, and just as luxurious as you care to make it, from *pension* to palace-hotel ▼ Aix-les-Bains, center of sport and play...Evian-les-Bains on the French bank of Lake Geneva, with golf and waterchutes, festivals afloat and ashore...Brides-les-Bains, happy valley for reducers, with the snow-tipped heights of the Vanoise for backdrop...Combloux, Saint Gervais, dozens of others, set in emerald and diamond under a sapphire sky!...the *route des Alps* and its tributaries string these jewels together by fast motor coach ▼ Grenoble, in its frosted cup...in the distance, towers Mt. Blanc, 15,000 feet of marvel, with Chamonix at its feet...the Grande Chartreuse, with memories of heavenly hopes and heavenly drinks...Chambery, old capital that the Dukes of Savoy seem just to have left...Annecy, where the Middle Ages walk arcaded streets and steamboats trail smoke plumes across "the pearl of the French Alps"...this is a world enclosed in light, high above care, where just to walk and laugh, to eat and sleep is to believe in miracles ▼ Your local Travel Agent knows all details and will start you out.

THE RAILWAYS OF FRANCE

610 FIFTH AVENUE NEW YORK



Typical half-section of first-class railway compartment.

Now Comes *Once-a-Day* Cheek Make-Up

That Keeps You Perfectly Made Up All Day Long!

9 A.M. You apply it before your own mirror—and get a perfect and even color.

5 P.M. It's still perfect—just as it was a minute after you applied it! Ends constant making up in uneven light during the day.



A Discovery That's The Rage of Paris!—

And That's Making Women Everywhere Discard Old-Time Powder Rouges!

IN PARIS women have found a new way in make-up. A cheek make-up that stays just the way you put it on all day long; no matter *what* you do.

You apply it in the morning—and forget your cheeks all day long. Walk, dance, go in a pool—do anything you like—yet your cheeks are divinely perfect without a further thought!

It's the newest creation of Louis Philippe—world-famed colorist—whom women of Paris follow in matters of make-up like a religion.

What It Is

It's a delicate *cream rouge*, called *Angelus Rouge Incarnat*, that comes in tones to blend with every complexion, eye-color and hair. Subtle, natural tones that actually match the color of the human

blood and thus provide a 'natural, undetectable' cheek make-up.

Apply it, and only under a magnifying glass can even an expert detect that it is not the *natural* color of your cheeks. *For, being a cream rouge, it blends directly into the skin.* Old-time powder rouges touch only the surface. Hence, rub off, blow off, become uneven and disillusioning.

Women Quitting Powder Rouges For It

On every side women are quitting old-time powder rouges for this remarkable creation.

For it does what no other rouge does or has ever done—provides a **NATURAL** color that lasts all day long.

All drug and department stores have it with complete color charts to guide you to a happy choice.

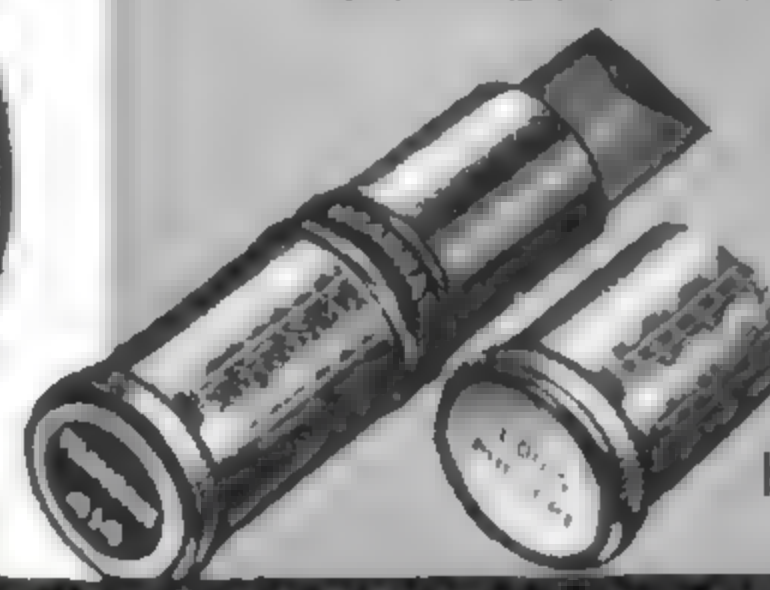
Angelus Rouge Incarnat

IN THE LITTLE RED BOX

FRAMBOISE SUN ORANGE POPPY
LIGHT PANDORA MEDIUM



LOUIS PHILIPPE
ANGELUS LIPSTICK



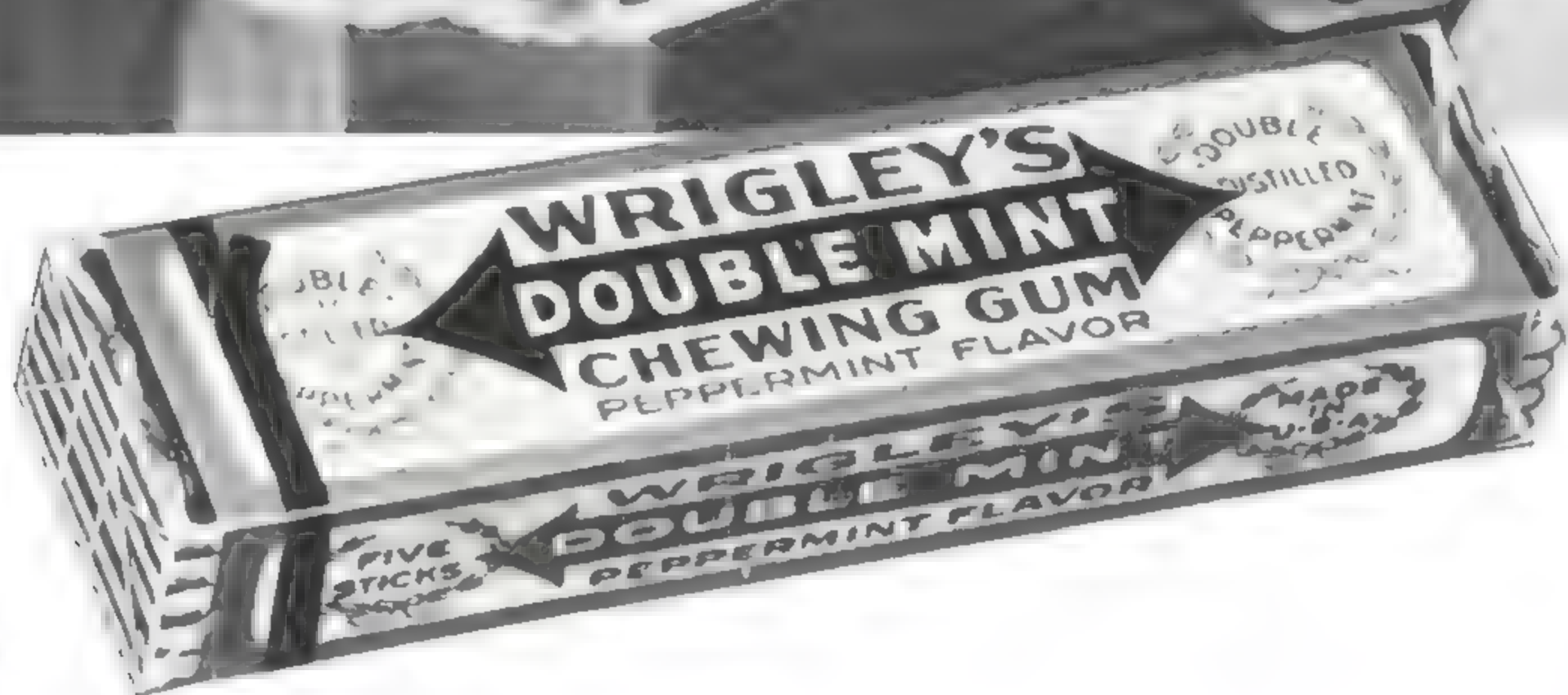
IN SAME
COLORS
FOR A
PERFECT
COLOR
HARMONY

BOTH BY LOUIS PHILIPPE — WORLD-FAMOUS FRENCH COLORIST

THE MIDDLE AGES

(CONTINUED FROM PAGE 83)

*to keep
lips young and lovely
enjoy Double Mint gum—every day!*



best models. The loose bias front fullness coming from under the pockets had been turned into straight stitched-down pleats, and the result was slimming on a large figure.

• **BEWARE SEVERE NECK-LINES:** A high, round neck-line with no collar is probably the worst for a woman over forty—it cuts off the neck and frames every wrinkle in it. Boat neck-lines are trying, and square ones must be low cut to be becoming. V neck-lines are the safest, particularly the low cowl type, which diverts the eye from any sagging neck muscles. High scarf neck-lines are good. Discard the idea that you can't wear high neck-lines—they are invariably flattering when they are soft.

• **BEWARE CONTRASTING BELTS:** unless your waist-line is still worth calling attention to. Suits are better unbelted, and dresses are better with belts that match. Don't indulge in exaggeratedly wide belts that cut you in two, or in narrow rat-tail ones that look silly. And never wear a belted top-coat if you have a thick waist.

• **BEWARE VERY FULL SLEEVES, CAPES WITH DAY CLOTHES, AND SHORT JACKETS:** No matter what alluring exaggerated sleeves designers such as Schiaparelli turn out, they are not for the woman over fifty, if she looks her age. Pleats and tucks and gathers at the shoulders—unless discreetly done—accentuate neck and face lines and look affected on any but the very young. Capes on day clothes have a tendency to make you look squatty if you have any weight at all, but the long skirt of an evening dress will help you carry them. Any jacket that doesn't shade the hips is bad.

• **BEWARE LOW DÉCOLLETAGE—**unless you have a beautiful marble back. Even then, most women of fifty or over should have something over the arms. There are exceptions to this, however—many women don't develop beautiful, full shoulders until they get a few years behind them, and then they are foolish not to make the most of this feature.

• **BEWARE TIGHT CLOTHES:** never look as though you were laced into corsets or poured into your clothes, or as though you would tear your dress if you moved suddenly. Tight armholes make you look hot and uncomfortable, tight skirts accentuate the solidity of hips, and tight waists give you a drawn look over the bust. This doesn't mean that your clothes shouldn't fit; really good fit never has a strained look.

• **BEWARE TOO BRIGHT COLOURS OR DRAB ONES:** This, of course, is a matter of taste to be regulated by your own colouring. However, bright colours if worn in quantity, generally tend to deaden your skin, but, used as accents on neutral colours, they are good. Drab browns and greys without any life are hard on older complexions unless relieved around the neck with white or a contrast of some sort. And it is a good idea to

wear stockings a shade darker—never lighter—than those worn by the young woman.

• **BEWARE EXAGGERATEDLY LARGE OR SMALL HATS:** The middle course is safer. Tiny hats may make your neck look thick; picture hats may make your face look drawn.

• **BEWARE ABBREVIATED ONE-PIECE BATHING-SUITS:** They conceal no defects in your figure, and most women over forty (as well as many under forty) have some defects that are better concealed. Always wear a brassière under any bathing-suit.

• **BEWARE CHEAP CLOTHES OR FUSSY ONES:** they are apt to be synonymous and are the worst investment that you can make. If you can afford it, have your clothes made to order by some one who understands your figure; if you can't, go to the best Ready-to-Wear Women's Departments where your type of figure is understood. And don't be afraid to shop in Women's Departments; they are run for you, and, though the clothes are cut to fit your type of figure, there are plenty of them that follow the same youthful lines that you will find in the Misses' Departments.

• **BEWARE SLACKS AND LOUNGING PYJAMAS:** they are unbecoming and undignified even on a boat or in the privacy of your bedroom, unless you are very straight and slim.

• **BEWARE OLD-FASHIONED LADYLIKE MAKE-UP:** Discard your "flesh" powder and pink rouge, for nothing could be more unflattering to the older skin. Think of your skin in the colours that it is to-day, rather than the hues of twenty years ago. Use a warm shade of powder and a rouge with life in it. A soft lip-salve can be more natural than a lipstick. Be conservative about your lips, for too much lipstick accentuates the lines around your mouth. When you do apply lipstick, let it set for a while, then wipe the excess off. If your lids are definitely wrinkled, don't use any eye shadow; put eye cream on them instead. Avoid violet, brown, and grey eye shadow; if you use any, use silver-blue, lightly applied. And don't use mascara unless you have applied it very skilfully all your life. Eyelash grower will make your lashes shiny, but natural. Always be careful to wipe powder off your brows and lashes, and groom them with a little brush. If you have a facial, never leave the salon so made up that any one would know that you have been having a beauty treatment. Don't use a very deep shade of nail polish—it makes your hands look old. Natural coloured polish is by far the best.

• **BEWARE OF SUNBURN:** Don't burn unless you are definitely the outdoor type. The sun is hard on your skin, to begin with, and it leaves any natural lines white and outlined. And avoid letting the sun pour down on touched-up hair. Even the most skilful job will show in the sun, and the chemicals in the dye are apt to change in the sun (Continued on page 112)



GRATIS: "The New Vogue in Powdering," a very complete booklet telling all about Mello-glo Modeling and the new SOFT-TONE Mello-glo powder will be sent upon request to The Mello-glo Company, Boston.

TODAYS POUDDRE de LUXE

INTRODUCES A NEW TECHNIQUE IN POWDERING

Smart women everywhere are adopting Mello-glo Modeling, the use of two shades of powder; one as the basic shade, the other a lighter shade for accenting or a darker shade for shadowing . . . A new and better way to powder—a method made possible only by the creation of SOFT-TONE Mello-glo.

This technique works wonders, developing your best features—correcting a too round or too thin face, enlarging a small nose, subduing a large one, etc. The results will delight you—no longer will you be content using only one shade.

New COIFFURES

BY

Emile
21 East
56th Street



Emile permanents express the correct styles, beautifully dressed and artfully adapted to the unique mode of each patron.

PLaza 3-8090

THE MIDDLE AGES

(CONTINUED FROM PAGE 110)

and streak your hair. Of course, it is far wiser not to touch up your hair, anyway. There is nothing softer or more flattering than clear grey hair—once it has turned all over—and hair-dressers are clever now about keeping it a beautiful colour.

• **BEWARE OF DRY SKIN:** Older women can't use too much cream—lavish it on your face, your hands, your feet, and particularly your elbows. It will help to keep that drab look away from your skin. One specialist makes an herbal lotion that is a marvellous pick-up for dull-looking skins. And a tightening lotion or a really strong

astrigent is a good thing to pat under your arms where the skin is apt to get flabby.

• **BEWARE DRESSING YOUR HAIR LOW** around your face—it lengthens any lines you may have and gives you a drawn look. Brush your hair up as high as you can if it is short. Even if it is long, brush it up around your face.

• And when you get to the age where current fashions bore you and seem to have very little relation to you, do as you please. Be picturesque, dramatic, and eccentric—make the most of your opportunity of being a *grande dame*.

THE LABEL ERA

(CONTINUED FROM PAGE 88)

or dye), she must ask to see the International Silk Guild's "Pure Silk" label.

• Mrs. Davis (Case History Number Five) bought a Rayon dress, and washed it. She thought, in her innocent way, that all Rayon was washable, since so many Rayons wash beautifully. What she didn't know—but what she soon found out—is that not all of even the best quality Rayons are washable, nor do their makers claim that they are. But she further found out this heartening fact: that all good Rayons will *clean* satisfactorily, and that among the manufacturers, the Crown Rayon Company labels its fabrics "Washable" or "Cleanable," depending upon which they are. Now she looks for the label—or asks the shop. (Between Mrs. Davis and Mrs. Baker, Heaven has all it can do to protect the working girl. When those two ladies ask questions, they demand the answers.)

• Mrs. Fisher's sister-in-law, Mrs. Ellis, is our Sixth Case. Mrs. Ellis began to run into labels marked "Washable" or "Cleanable" in all her favourite shops, and Mrs. Ellis is nothing if not inquiring. "Who," she demanded of her husband, "attaches all those labels? Who finds out whether things will wash?" Her husband looked at her apprehensively; and so Mrs. Ellis set out to get her own answers. She found that the great soap companies are in on this label conspiracy, too. "Do you know," she reported to Mrs. Fisher, "that the Lux soap company and the Ivory Soap people test materials and garments for shrinkage and colour-fastness? You remember that laundress we used to have named Lizzie? Well, she had the heaviest hand and the worst temper of any woman I've ever seen. But the way she washed is nothing to those soap tests. And, my dear, even if the soap people approve of the results, they don't give the Washability Tags to shops and manufacturers. They *sell* them! Don't you think it's awe-inspiring? I really think I'll write a paper on it for Economic Day at the Club."

But it was Mrs. Gordon who asked pettishly, "But all these other tests—who gives them? How are they managed?"

She happened to ask us, so we told her. (We are a veritable fount of wisdom.) The people who give tests to

fabrics—and, for that matter, a lot of other things as well—are companies whose sole business it is to test, scientifically and exactly, countless types of merchandise. One of the largest of these is the United States Testing Bureau, which, just as an example, examines every week hundreds of undergarments which have been returned to shops by complaining customers. The Lingerie Code Authority approves the findings of the United States Testing Bureau, as well it might, for the fault in every returned garment is placed, officially, finally, and for good and sufficient reasons, either at the door of the manufacturer or of the customer.

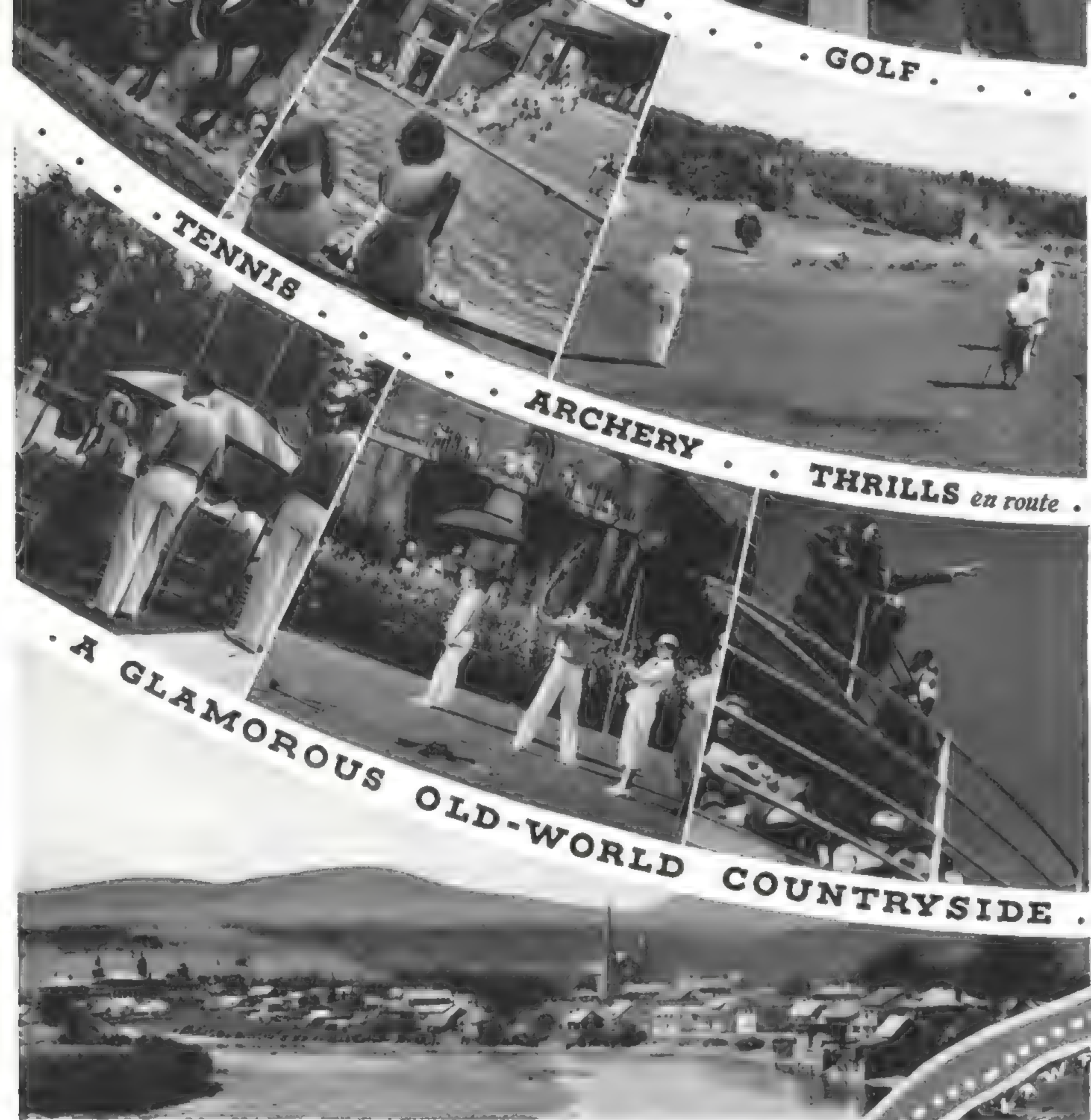
The Bureau's tests include examinations for protected seams, quality of fabrics, and measurements for proper sizes. If the garment meets with Code requirements in all these details, the Bureau finds that for once, refreshingly, the customer is *not* right. If the garment falls short in a single specification, it is the manufacturer who pays and pays.

Besides this company, there are the National Federation of Textiles, the American Society of Testing Materials, and the Better Fabrics Testing Bureau, which is retained as an official laboratory by a group of stores. There are many shops that have their own Testing Bureaus, that examine and report on every sort of merchandise bought or sold by that store. Blankets are tested for warmth and durability, fabrics for washability and quality, upholstery materials for sun-fastness.

All these bureaus and companies and laboratories are helping to protect shoppers as well as shops, and it is the label that tells you the truth. You can depend upon them. They won't bewilder you, for they were made for the layman. It's not like buying olives, for example, which are graded—and labeled (as Mr. Paul Hollister has pointed out)—Medium, Large, Extra-large, Mammoth, Giant, Jumbo, Colossal, and Super-Colossal. Somehow, one suspects the fine hand of Hollywood in the olive business; and certainly, one's reason begins to crack under the strain of contemplating a Super-Colossal Olive. There may be a boll-weevil in our cotton fields, but at least there are ways to know what you are getting, and shops and shoppers, alike, may begin to trust each other. Now that we are in the label era, the libel era is going out.

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BEATON'S SCRAP-BOOK

(CONTINUED FROM PAGE 72)

proved with their tender passion for the earth that Kane is the foremost American painter to date, perhaps even more important than the naïve Douanier Rousseau. Tchelitchev, a newcomer to New York and new to Vogue readers, full of brilliance and imagination, shocked every one with his new colouring and new perspectives; and his ballet, "Errante," received twenty curtain calls from the balletomanes for its *décor* and lighting.

Gertrude Stein, or, as the newspapers call her, "the double-barrelled shot-gun repeater of literature," has rediscovered her native America. Ladies have appeared in every sort of guise—as little girls at parties with bows and frills, as angels, as Greek statues, as Winterhalter court ladies, as ladies of 1860, 1890, and 1914, for fashion has been all-embracing. Bedouins have appeared from the place Vendôme. Saris, lovely over a Hindu head, are incongruous on the few American women I've spotted in them. Ladies have been looking like little girls in the daytime, but are the essence of grown-up femininity at night. In fact, the nocturnal tendency of fashion is to appear like a Boldini portrait, with forgotten flowers—water-lilies, mignonette—at the corsage, trembling maidenhair fern in the hair, the nape revealed after its long seclusion behind that dead frizz of curls. The day when ladies of the world emulated Hollywood houris is passed. Distinction has regained its significance, imitators of the spun-sugar and china Jean Harlow must now look to another idea, polish their shoulders, and wear jet, crescents, stars, butterflies, and a more reserved *maquillage*.

BACK TO NATURE

I, for one, believe that the red enamel nail is no longer the order of the day, for there is no chic like that of the well-polished natural nail. And I devoutly hope that the eyebrow will come back into its own. The plucking and repainting of arched crescents, or brows that have no bearing to Nature, have become exaggerated; and the enlarging of the mouth has become *démodé* and coarse. With this camouflage, the brow and mouth have lost their sex-appeal. As soon as our eyes see again in proportion, all the photographs and portraits of to-day will be ruined.

It has been a great winter for the violet, resurrected at last after its sad downfall caused by Edouard Bourdet's play. Under Mrs. Vincent Astor's championship, it is victorious; for Irene Hayes has sent it as a boutonnière to all the young men around town, and Mrs. Arthur W. Richardson (the former Hope Livermore), Princess Paley, and most of the beauties have worn it in the hair and at the bosom, while Miss Patterson at night wears a cluster in her crystal bracelet.

This year, the boon-dogglers have become famous, and little Gloria Vanderbilt vied with Shirley Temple for newspaper space. Trucking, a combination of jauntily strutting and slinky skating, is the new dance in Harlem.

This year on Mulberry Street, we discover for the first time rows of old and young Italians sitting intense and spellbound with the magic of the

marionette show, watching the two-third life-size personages reenacting the classic "Orlando Furioso" every night, in costumes of a beauty unparalleled since the days of Diaghilev. The old grey-haired hag in black plays the incidental music, her hat and bag lodged on the high keys of the piano, and behind the painted *décor* of crimson and turquoise-blue curtains, a wild-eyed old gentleman shouts the lines of the drama with frenzied monotony. Some children unhook the heavy dolls from the wall and string them in line in order of their appearance on the scene; and, on a raised platform, a young man in a sweat-shirt, devouring chewing-gum, somehow manages to accomplish the Herculean job of raising the various painted backdrops and putting through their stilted paces these bellicose and clanking warriors in their wonderful armour of glittering gold and silver chased brass.

GASTRONOMY IN ART

We have swum and played golf, walked in the new zoo, and eaten every sort of food, for in New York there are restaurants of every nationality. You can eat Indian curries to the accompaniment of Hindu music at the Bengal Tiger. Eating spaghetti at The Bat, you are in Italy; red cabbage at Lüchow's, in Germany. We have been conducted around the excellent Hartford Museum by Mr. Chick Austin. But, alas, we have not been to see Dr. Barnes' fabulous foundation at Philadelphia, or to see Miss Frick's collection. Unfortunately, these works of art and treasures are to all intents lost to the world. For unlike the hospitable Mr. Widener of Philadelphia, Mrs. Steven Clark, Mr. and Mrs. Samuel Lewisohn, and Mrs. Chester Dale, these collectors sequester their possessions, and polite inquiries from lovers of art to see their gems are always received with an abrupt refusal. We have seen Cartier Bresson's beautiful photographs of poignant squalor, dramatic misery, and vital accident. We have wondered at the epileptic frenzies of the Holy Rollers in wildest ecstasy of religious rhythm, song, and dance.

TABLE TALK

The devotees of the Colony Restaurant all consume startling quantities of mustard sauce and pastel candies, and have flaunted more extraordinary spring hats than ever before, the early summer producing a six-inch-square flower-garden on almost every head. Dr. Kommer, keeping unfailing vigil at his corner table, was surrounded with his usual bevy, pulling strings, offering advice, dovetailing interests. Nothing but a Silver Jubilee could drag us back to our native land, for it is hard to leave these hospitable shores; less hard, perhaps, knowing how packed the ocean liners will be, bringing the New York stars over to glitter in the London firmament.

But New York will surely see us earlier next year, for there are so many lures in the offing. Broadway plans are already buzzing. There is to be a musical comedy with circus combined; (Continued on page 118)



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that light-hearted sailor over at the right, too bad your jacket hides all the stripes that circle the waist of your shirt. • Or, that's you stretched out in front, in an exclusive candlewick knit with uplift bras, decolletage and cross-strap back. • Yes, you! Get into this style picture. You'll see Saconomy sand-and-surf fashions at the smarter stores and beaches. • S. Augstein & Co., 1410 Broadway, New York City.



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MEXICAN IDYLL

By Tom White

TASCO still lives in the quaint, Colonial past, the days when the visitor was an honoured guest. Not yet quite sure of herself, Tasco finds the tourist a little beyond her comprehension; which makes it pretty lovely for one who rolls in over the new highway from Mexico City, dutifully following the advice of his friends in the Capital: "You *must* see Tasco before you go back to the States."

One never forgets the place—it has far too much charm to escape the memory easily, if at all. A visit there now, or soon, before the tourist tide sets in, leaves one with a distinct hanker to return; but if it is put off long, it will be too late.

Tasco is all of Mexico at its best—the old Mexico. More exactly put, the little hillside town five-score miles from the City has been lifted bodily out of the Colonial scene and plumped square into the world of to-day. Which is hardly fair to Tasco, but fine for the visitor.

An anachronism that blinks wide-eyed at 1935 while dreaming of 1535, this quaint pueblo has long been Mexico's hermit town, or was until seven years ago, when the modern motor highway was put through from the capital to the West Coast. Trails and roads of a sort used to lead half-heartedly into town and straggle out of it; the mails and a little merchandise were moved, and occasionally troops rode through. The tax collector came, of course, so official Mexico knew that the town was there; besides, hadn't the first silver to be shipped to Spain been mined in Tasco?

So the little pueblo slept pretty much undisturbed for four centuries, only to be awakened with a start, and



TWIN TOWERS OF MULTICOLOURED TILES

before she could possibly powder her nose and get out of her *mantilla* and into a swagger coat, the Government decreed these were just the things she shouldn't do. And so the little place became a National Monument, which is a cold, impersonal way of saying that her Colonial beauty shall remain as is, or was—which is exactly the same thing.

Down there in the heart of the Guerrero mountains, far from the neon lights of Mexico City, away off on the edge of the mystical Tierra Caliente where bold ridges bite the horizon—down there lies Tasco, in the sparkling, mile-high sunshine.

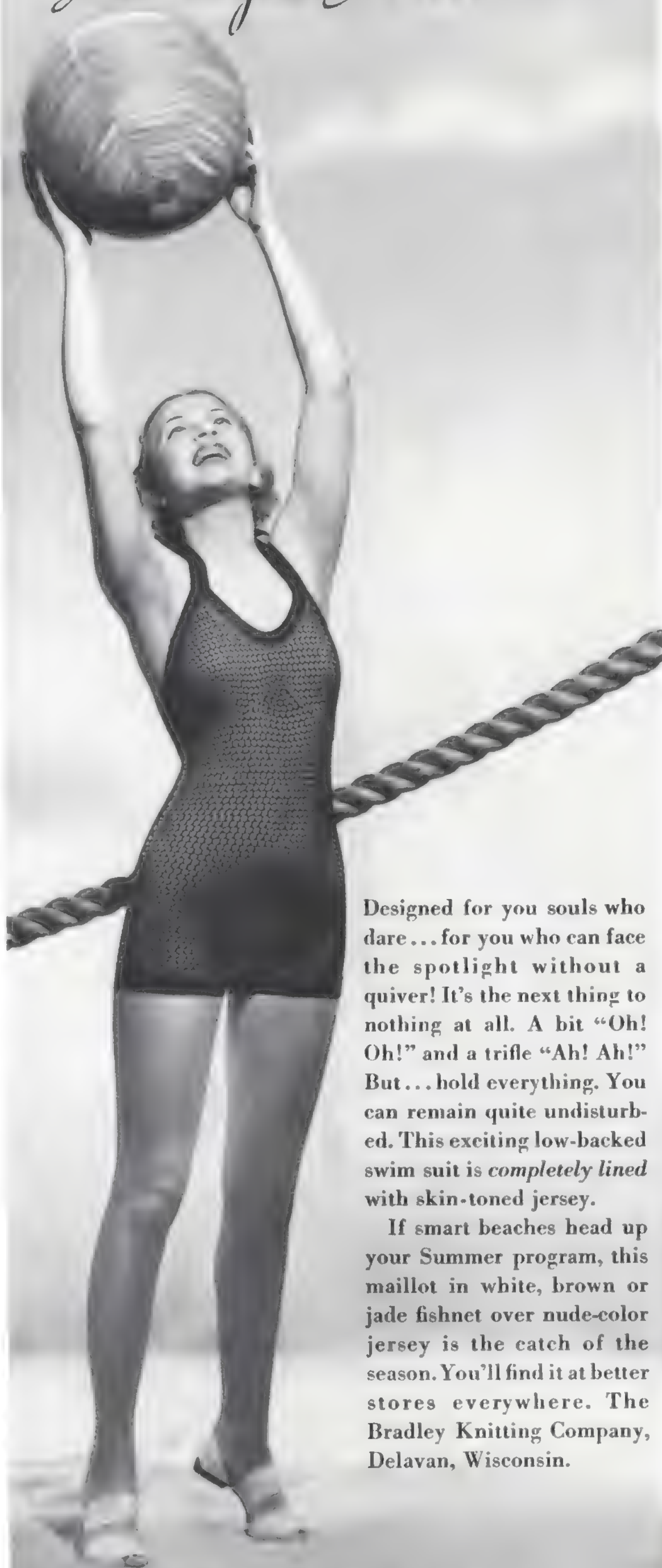
The town basks in a riot of colour: stark-white buildings of plastered adobe with crimson tile roofs, and the green, tufted square of the Alameda whose trees are overshadowed by the cathedral's mellow brown twin towers and dome of glazed tiles in blue, orange, white, and green. Gardens are rank with vivid blooms of the exotic poinsettia, hibiscus, bougainvillea. Against this scene, the huge, sword-like fronds of the banana plant cut emerald crescents in a fanciful pattern that changes with the shifting sun, while overhead the perennial blue dome stretches away for unmeasured miles and each succeeding mountain range grows paler and paler.

A closer look reveals aimlessly wandering streets (Continued on page 118)



STARK-WHITE HOUSES LINE TASCO'S WANDERING STREETS

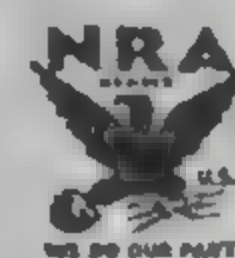
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BEATON'S SCRAP-BOOK

(CONTINUED FROM PAGE 114)

and as a result of all these committee meetings held in the houses of the rich and rare, the Metropolitan may present us with *décors* by contemporary spirited artists. Mr. George Gershwin's opera "Porgy," from which he has played extracts so often, should be wonderful, for it seems to be his best work to date—less intricate and more melodious than his more recent work. The American Ballet promises two new works: Tchelitchev's elaborate "Medea" and one by Ben Shan,

an American painter who will have his initial opportunity to do stage work. And Miss Elsa Maxwell promises a theatre where she will give short plays, operettas, ballet, and revues in collaboration with Balanchine, Cole Porter, and Nicolas Nabokoff; the latter an asset in our midst who will by then have the score for an opera by Cocteau and Radiguet, "Paul and Virginia," in his pocket.

CECIL BEATON

MEXICAN IDYLL

(CONTINUED FROM PAGE 117)

with stones that were long ago rounded and polished by the feet of man and beast—both burden-bearers; dwellings that cling eerily to the hillside; the soft-spoken Indian in sandals, white cotton pyjamas, straw hat of immense height and girth, and over one shoulder, his carefully doubled zarape with a pattern plucked from the very heart of the rainbow.

No sound of traffic bells, only an occasional motor horn, the idyllic beauty and calm of Tasco are if anything heightened by the light clatter that foretells the coming of a pack-train, the low undertoning of liquid syllables in old Spanish or still older Aztec.

All of which hardly means that one's hotel—and there are several small, very delightful ones—was erected the day after Cortez's column swung into town. Your room is spacious, with a commanding view that would straightway boost the cost anywhere else. Despite pale blue walls, tile floors in deep red, gorgeous Indian rugs, and neo-Spanish furnishings of rich mahogany, the place is restful—and this includes the bed. Through the French window, with its miniature balcony of hand-wrought ironwork, lie Tasco and a backdrop of dreamy distances. The food is distinctively American with a well-defined Continental trend that savours piquantly of the French. Dinner time, of course, is the day's high light—six courses leisurely served on the balcony at seven-thirty, when Evanston and Albany exchange pleasantries with Lomas Chapultepec, San Salvador, and Managua in bad Spanish and good English.

WHAT PRICE TASCO?

It may smack of ill taste, but everything considered, the intrusion is pardonable if pocketbook matters are dragged in at this point by the scruff of the neck. If anything, this consideration heightens the spirit of gay abandon. Briefly, and without mentioning the tariff, one may remain five days and tear out only one traveller's check of the smallest denomination issued, which covers all but extra wine. These are the rates to-day; a different story, probably, next year.

There are two things that the Mexican takes seriously: his country's Colonial background—and his drinking. In Tasco, Americans assume a sym-

pathetic attitude towards both—one, especially. History will come later, perhaps. And if you must know, there is one tremendously popular place—as popular as two tiny tables and six feet of native mahogany will permit.

It faces the Alameda, diagonally across from the cathedral. Around at least one table are two or three writers and a couple of painters, each with a glass of *tequila y limonada*. This beguiling potation you, too, will order. Oh-h-h-h, yes, you will! You'll drink tequila in this form and like it; then call for more. After the first, you sit at your table worshipfully watching the stately matron, who dresses like Aunt Emma back in New England, deliberately pouring in this and that. Little Rosita—of nine summers—completes the ritual as she brings the clinking glasses, and smiles. And you smile right back at her, if you've any sense of gratitude.

TASCO TREASURES

Bill Spratling has a fascinating place, with sixty native artisans hammering this, weaving that, moulding something else. The hand-wrought objects of tin are exquisite—mirrors, candlesticks, picture-frames, square lamps—and those of silver—bracelets and rings in beguiling array, their motifs derived from a pre-Conquest influence—all done with an effortless sophistication that merges with the modern. Bill takes the artist's pride in showing his stuff; but he would make a really terrible salesman in the States, he is so entertaining.

Riding brings a real thrill in Tasco, there being plenty to see that is wholly different, and the saddles being comfortable: only be careful that your mount doesn't stumble over a painter or a photographer while getting out of town. The fee for riding, too, is ridiculously small. The same goes for motor transportation: it costs only about two dollars for the hundred-mile ride from the City to Tasco in a new Buick sedan; half that on the bus.

And so on; but they don't think it is cheap down there—yet. It just looks like that to us, fresh from the States, when the Mexico City bank-teller hands out three-and-a-half for one American dollar.

Best of all, though, is that unspoiled graciousness, that eager desire simply to please her honoured guest, that makes an ingénue of Tasco.



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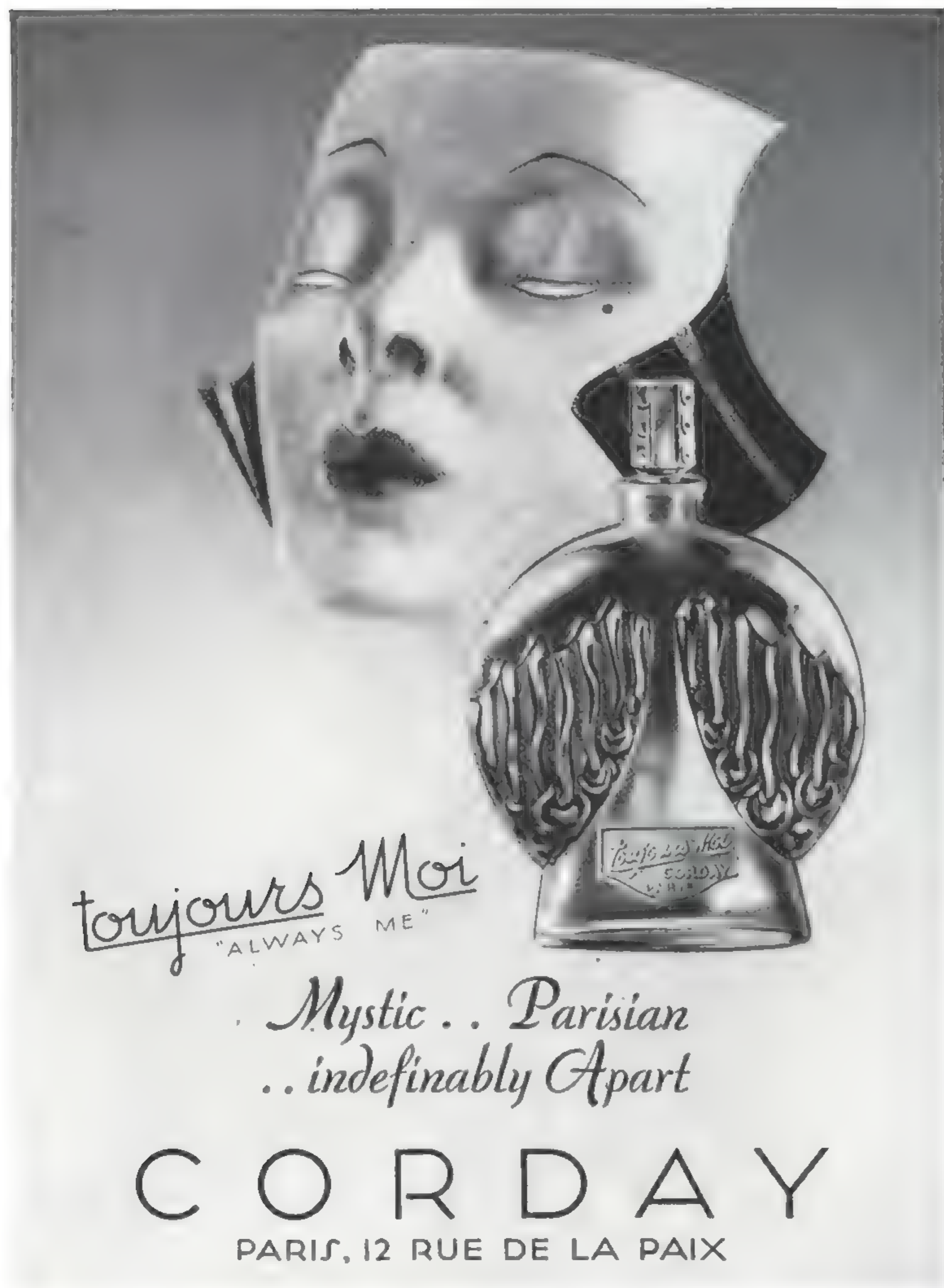
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DUDE DRESSING

WHO ever heard of a dude going West with a trunk full of English riding-clothes? We all did, and that's the whole trouble. Only a short time after a tenderfoot becomes conscious of her environment, she decides to leave that trunk alone, never to mention its presence or its contents. What she does is to hurry down to the ranch store and ask for a pair of blue jeans, which she secretly floats the ensuing night in a bathtub of water—the oftener a pair of jeans is laundered, the higher its value, especially if it shrinks to the "high-water" mark. Another innovation—and a most recent one, if I may judge—also goes on in the dead of night, and undoubtedly behind locked doors—an intentional rip here and there in the back of the jeans. Some dudes go so far as to insert a denim patch or two. And all for the sake of self-respect! A new dudette begins to realize, and in no short order, what an utter fool she would be appearing at the saddle barn the following morning arrayed in formal riding clothes and derby, to say nothing of stock and whip-cords.

Blue jeans, somehow, make the greatest difference, but there are other alternatives—the Cheyenne trousers, the mannish corduroy pants available in almost any hue, the corded California pants that are very similar to the Cheyenne pants, and the English jodhpurs. But next in popularity to the blue jean is the riding-skirt, made of either leather, cord, or denim. This is really a divided skirt, cut so as to facilitate mounting and dismounting, and to ensure the greatest comfort while you're actually in the saddle. Stout young ladies and middle-aged women find riding-skirts their salvation. Furthermore, riding-skirts are so gracefully cut, so well tailored, that they flatter any figure. Not only is a riding-skirt always popular in the corral, but on dance floors and rodeo grand-stands you see them to their greatest advantage. The gayer the leather skirt, the better dressed a dudette finds herself. There is an increasing demand each season for bright coloured leather skirts, and in turn you see white, green, red, grey, brown, tan, and black ones. There is suede or slick leather, plain or with lots of fringe on the hems and the vests to match. Some skirts are even made of raw calfskins, black-and-white, or the Jersey brown-and-white. Tastes differ, of course, but any real sworn-to-the-West dude will want a divided skirt.

TOPS FOR JEANS

With the jeans or trousers go all kinds of gay shirts or the proverbial Brooks sweater—cardigan and slip-over, or both. As the college girl won't travel without her sweater, so the West has picked up the sweater until now it's an established precedent that we simply can not do without. Next to the blue jeans, your sweater is the most valued piece of wearing apparel. It's especially good for after-dinner rides. Upon occasion, as the weather demands, be sure to tie on a leather jacket behind your saddle. Always keep your slicker or trench coat fastened on behind the saddle,

because, regardless of what ranchers say about the climate in their particular vicinity, you never know—and a dude rancher can fib just about as successfully as any one I know. Shirts are of plain coloured, checked, or plaid gingham or silk. Those for rodeo days and dancing must be of coloured silk; and most of them have monogrammed brands on the pockets. Another very chic rodeo shirt is made of chamois and proudly displays those good-looking deerhorn buttons. The plaid and chamois shirts are proving more and more popular and are really quite knock-out. In almost every case—aside from the sweater—, ranch clothes take their origin from the cowboy; and, as you see a shirt tail out as often as in the jeans, the trend for leaving your shirt tail out is rapidly increasing. However, a woman can not feel trim without a waist-line, so she snaps a belt around her waist and lets her shirt tails fly. The cowboy, although he knows it or not, is directly or indirectly responsible for this air of non-chalance and ease in dude-ranch chic. I must say that we are forever indebted to him, for I know of no better way to be so utterly comfortable and so well dressed, simultaneously.

TOE TO TOP

The regular high-heeled Western boot or the English jodhpur boot is by far the most comfortable for Western riding—the former, especially, for round-ups or long mountain pack trips. On the other hand, sneakers and moccasins also have their firm grip in the stirrup, so that preference in foot attire is entirely optional. Regular boots protect the ankles, jodhpurs are especially nice for hot days, sneakers certainly stay glued in the stirrup, and moccasins—well, possibly because they look so Indian. As a matter of fact, anything will do; but, for rodeo days, I am sure you will want the established, high-heeled, fancy-stitched Western boot. This type is good with your leather skirt. The younger dudes prefer dancing in sneakers; but, on the other hand, evening sandals or pumps are often seen with divided skirts and even trousers.

A wide Stetson, either cocked or flat on top, completes your ranch outfit. The smart young dudette puts a strap under her chin and an eagle feather into the band. A brown felt sports hat, like that seen on a college campus, will also serve quite well. Gay bandannas and narrow hair-ribbons will keep your curls in place and are exceedingly popular, as well as becoming. Long or short pigtails and curled bobs run an equal race in ranch hair styles. If you use a pair of scissors on your head, bring your curlers; if your hair is long, bring elastics (for pigtails) and ribbons. In any case, bring a bottle of Castile soap shampoo (you simply can not beat mountain stream water). A warning—young or old, don't by any means forget your hair-ribbons!

Coloured bandannas (especially the working-man's red-and-blue handkerchief), engraved leather or wide Concho belts, string or pigskin gloves, Angora and cashmere socks, a swimming suit, and (Continued on page 121)

ANSWERS TO CORRESPONDENTS

(CONTINUED FROM PAGE 102)

late to a show, when it is a good one and the tickets have been difficult to get, and I know that many of my guests would prefer to be at least reasonably prompt. But as we usually start dinner rather late, and as the men guests, particularly, seem to like sitting for a long time over their coffee, I always feel that it would be impolite to hurry them. Is it correct for the hostess to suggest more than once that it is time to leave?

Ans.: It is only reasonable for the hostess to assume that every one is interested in arriving at the theatre in time to see the beginning of the play. But if you have a lengthy course dinner beforehand, naturally the guests will still be at the table at curtain-time. Have a very informal dinner, early enough and short enough to leave plenty of time for cocktails before and coffee afterwards; or you might have a buffet supper, as the English do before the theatre. Then, if some of the guests are still disinclined to move after you have suggested starting, give the other members of the party a chance to go on ahead, by offering them their tickets and saying that you

will follow soon with the remaining guests.

Mr. B. W. H.: Can you suggest any other bon-voyage gifts besides books and nuts and the usual going-away presents?

Ans.: In the May 15 issue of Vogue, Shop-Hound gave several excellent suggestions for bon-voyage gifts. Here are some of them, suitable for either sex, and quite original, we hope.

1. Champagne cocktails, with your card attached, for the first (or every) dinner of the voyage. (This gift requires a trip to the steamer to leave instructions with the dining-room steward, but the idea is worth it.)

2. A hamper with splits of dry champagne, or whatever wine your friend is particularly addicted to.

3. A set of folding coat-hangers for hangerless hotels and ship cabins.

4. A smart canvas duffel-bag, in which to tuck everything that doesn't get into the trunk or suitcases.

5. A leather case just for books—grand to carry all those gift books that so many people can't bear to leave behind.

DUDE DRESSING

(CONTINUED FROM PAGE 120)

lots and lots of knitted underwear are absolutely indispensable on a ranch. A few tennis dresses, a summer printed silk or two, your travelling-dress, and a polo coat comprise the rest of the ranch wardrobe for daytime. As to evening—in general, you have no need for real evening clothes. However, some of the ranches make a feature of having a dance now and then. It is a good idea to find out what the customs are, since a single evening gown of the very simplest sort is occasionally not out of place. It all depends on the ranch.

Leather goods are becoming increasingly popular. Once upon a time, a clever young girl, who was contemplating an autumn of football games, considered the possibility of a leather suit to combat New Haven dampness and Cambridge winds. With her riding-skirt as an incentive, she had a suit made of leather—a shirt (without fringe, of course), a swagger coat, and a chamois shirt with a chamois coat lining to match. This started something spectacular, and now, before a summer passes, nearly every dudette has made to order some article of leather wearing apparel—whether it be a leather street suit, a tailored sports jacket, a chamois riding-shirt or vest, a white leather coat in polo-coat style. (Altman in New York has short fringed leather jackets.) Some women have even had evening gowns made of incredibly soft velvety leather. There is any amount of leather out West, and some excellent tailors that will cut and fit it to measure. The wearing of leather originated with the Indian, who, although his costumes lack style and tailoring, is probably the greatest leather connoisseur in the world. Each summer finds the Indians selling their

unique beaded and leather goods to their Western guests, who in turn always seem to find them irresistible. As a result, you'll see some very beautiful beaded leather jackets with long fringe and symbolic Indian designs at almost every dude ranch. Beaded hatbands, belts, and jackets are by far the most popular of the Indian wares.

A word as to price—blue jeans cost less than two dollars; leather riding-suits between twenty and thirty dollars (in cord or denim, less than ten dollars); shirts between two and five dollars; a good Stetson between five and ten dollars; boots from eight to twenty dollars. You don't really need much of a wardrobe. Europe, the seashore, Canada, Mexico, wherever you go, a wardrobe must be considered. When you go ranching you will find that you can buy your jeans, shirts, and boots out West where they are cheapest and where they originated—and, in most cases, right from your prospective ranch store. It's all so simple, if the prospective dude only knew!

The predominating thought in the mind of a tenderfoot is chiefly this: How can I possibly hide my ignorance and keep from being green and conspicuous? How can I attain the ease and natural manner so characteristic of the West? How can I fall right into the swing of things? The answer is: by going West with a forehand knowledge of what a dude wears in the West; for the secret of her poise and assurance is comfortable clothes that she knows are smart and becoming to her. And believe it or not, blue jeans and a Brooks sweater, a leather riding-skirt and coloured shirt, a Stetson or a hair-ribbon are really terribly chic out West!

JODY HORTON

an Ancient Beauty Secret

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BOUQUET LENTHÉRIC



THE DAYTIME FRAGRANCE

Quiet, but with a strange persistence

© 1933, Lenthéric

VOGUE COVERS THE TOWN

(CONTINUED FROM PAGE 37)

Stock Exchange, the digits of your motor-car licence—anything in the world that appeals to you. This is interesting, and gives me food for thought. It's merely a suggestion for what it is worth—but why don't we carry out this idea in other ways? Telephone numbers, for example, on hankies for fair damsels. Other variations easily occur to the agile mind.

Away off, high up

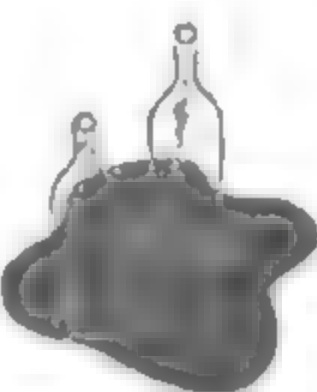


• Places that have no signs and are perched atop incongruous business buildings will always have an attraction of their own—that is, provided they're worth the effort you make to get there. This, I suppose, is part of the reason why I like L'Escargot d'Or. The rest of the reason is the feeling of being lifted up into cool breezes, and not seeing wearily chic faces when I go there. And I like the deep blue leather chairs near the port-holes, where I can sink down with a long, icy drink and never be hurried. This is a little spot that should stay "as is." I'm glad it has the wisdom not to change those excellent coloured musicians who have always played and sung there. The dinner is very good, and the doors don't close till all hours. There is a casual program of entertainment, including Lillian Fitzgerald and her ditties. Put down in your address-book (marked "for informal evenings") 254 West Fifty-Fourth Street. And, if you're ever unaccountably lost in this strange street in the daylight hours, you'll find L'Escargot d'Or open for lunch during these summer months.

Southern charm

• My search for mint juleps that are really grand in the good old Southern style led me far afield of late, but to a delightful haven. I was motoring along route 29, past the Blue Hills of New Jersey, when I saw a sign reading "The Old Mansion," in Somerville. This name I recognized as one that I had heard about from friends, and very favourably, too. Much to my subsequent pleasure, I investigated. I found an old and rambling house set far back in a shady lawn. And under a spreading tree, I was served first with a divine mint julep and then with a mouth-watering meal. The latter was the masterpiece of a Southern mammy, and I was so delighted with her name (which is actually Pearl Broadway!) that I didn't have the heart to observe that her menu might possibly play havoc with the figger. However, what would life be if we didn't dare to break the rules now and then? If you would like to take a party out, just telephone Somerville 1980.

Austrian style



• The combination of restaurateur, artist, interior decorator, and designer of stage-sets is, you will agree, a pretty unusual one. Yet all or any of these titles accurately describe the guiding personality behind the charming Hapsburg House at 313 East

Fifty-Fifth Street. Mr. Bemelmans has given his house an atmosphere of Austrian *gemütlichkeit* and wit. The specialities of the cuisine are not only Viennese, but international.

If you are wondering where to take a group of congenial souls who would like a quiet but cheery place where you can be a bit removed from the madding throng, then ask if the Schubert room at Hapsburg House is free. If it is, it will be reserved for your use without extra charge (and the price of the lunch or dinner of the day is always moderate). The Schubert suite occupies the third floor of the house, and your friends will find it a treat to have it to themselves.

The rest of the house has the same intimate, happy atmosphere. And I know that you will be amused if you go for dinner and hear the music of the whimsical zither-player who goes from table to table.

One thing that deserves a gold star at Hapsburg House is the selection of fine wines in their cellar—to say nothing of the delightfully original wine-cards designed by Mr. Bemelmans. They are the size of a vast folio, and you can neither miss them nor resist them! Then there is a *sommelier* in the best European tradition, black apron and all. He knowingly and courteously suggests a wine that will be exactly the right complement to the dishes that you have ordered, in case you invite his sage advice (which I think is really right to do).

Nota bene

• Notes to be expanded: The Japanese Garden at the Ritz seems more charming than ever.—Georges and Jalna, who dance on the Starlight Roof of the Waldorf-Astoria, are unusually talented.—The outdoor but under-cover pavilion at the Marguéry has chic plus charm (and a famous cuisine).—There's a new restaurant in Rockefeller Plaza with a nice cocktail lounge.—Shortly after midnight, Iliene Streng sings on the roof of the Pierre, to her own piano accompaniment. The two Hartmans are dancing there, with Joe Moss and his gay orchestra.—The Passy has installed a grand new air-cooling system.—The little café in the Blackstone Hotel still serves its lunch that remarkably includes cocktail or apéritif; also its champagne cocktail dinner.—Susan Palmer's is increasingly popular; don't forget to explore what she has "one flight down."—Nobody can—or should—resist the charms of Tony and his Café Trouville.—Léon and Eddie are doing stunts for summer.—The Stork Club is special on Thursday nights.—El Chico will revolutionize your ideas about Sheridan Square.—Frances Lynn knows how to serve inexpensive meals that please.—There's a good reason why the Alexandra does a fine repeat business both for lunch and for dinner.—The Gripsholm is a place for those who like things Scandinavian.—Jane Davies knows how to serve a meal that is dainty and satisfying at the same time.—The Madison has its "vermouth hour."—The fad for parlour tricks is on the increase.—Rickeys and juleps are decidedly in season. Summer is here!

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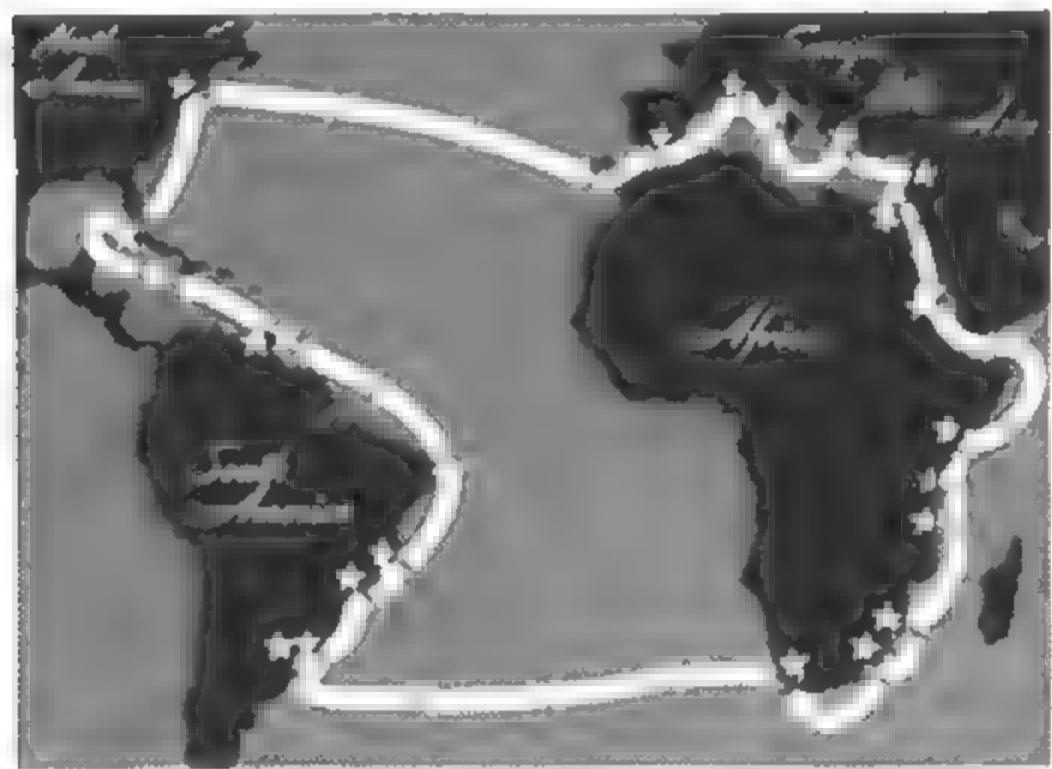


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Canadian Pacific

KASHMIR—A SUMMER RESORT

By Susan Gillespie

THE majority of travellers regard India as a country which can only be visited in comfort during the mid-winter months. These people rush out on board liners from Europe and America, in November and December, arrive at Bombay or Calcutta, and leave again before the first warm breath of March blows across the plains. During this time, they have painstakingly and wearily "done India." That is to say, they have visited all the shrines and cities and palaces advertised in guide-books. Their impression at the end of it, unless a full moon coincided with their visit to the Taj Mahal, must be that India is a flat and dusty country full of a lot of old ruins; and those old ruins, unless the traveller is a student of India's history in its pre-East India Company days, must be rather meaningless.

Even the majority of people who go out for the cold weather on visits to friends or relations, go home before the end of April, having bought, like the rest, imported brass and ivory knickknacks in bazaars which close down as soon as the last tourist has departed.

If, however, you feel that you have the time and the inclination to spend the spring and summer away from Europe altogether, in a country where the climatic conditions are almost perfect, in scenery which leaves the traveller breathless at the sight of its grandeur, with facilities for every kind of sport at your command, then you have heard Kashmir calling.

THE FIRST STAGE

Unless you do not mind a two-day train journey in the heat (although the new mail-trains are extremely comfortable), it is wise to arrive at Bombay as early in the summer season as possible. The frontier mail meets the P. and O. boat every Friday, and reaches Rawalpindi, a large military cantonment in the north of the Punjab, which is the jumping-off place and nearest railway station for Kashmir, at breakfast time on Sunday. Here on the platform await about a dozen motor-car touts, who clamour to be heard. A reasonable sort of charge for the hire of a large touring-car is one hundred rupees. Sometimes, if there is little competition (there being more cars for hire than travellers), one may beat the price down to seventy-five or eighty rupees, but you will find that the drivers invariably start by asking one hundred and fifty.

It is a good plan to rest a day and a night after the long train journey, and Flashman's Hotel is excellent, but it is nearly always necessary to wire beforehand from Bombay for accommodations.

An early start the following morning, with the luggage strapped and roped on the running-boards, should ensure arrival at Srinagar that evening, the distance being about two hundred miles. But, if there is a rain-storm up the valley of the Jhelum, which may bring a landslide in its wake, there are Dak bungalows on the road, at intervals of twenty or thirty miles.

Although bare and sparsely fur-

nished, these bungalows are usually fairly clean and extraordinarily cheap; the charge for dinner, bed, and breakfast being about four rupees. After a long and tortuous drive through bleak, rocky scenery, with the Jhelum swirling a thousand feet below, bringing down logs in its swift stream, the first sight of the Kashmir valley, the sunlit colour of the fields of wild purple iris, yellow mustard, and young green corn, shadowed by deep blue mountains crowned with snow, is one of the most beautiful pictures in the world.

Srinagar, the capital, straggles untidily along the banks of the Jhelum, which is a wide, calm river here. The native city is crowded, dirty, but, to the eyes of the traveller, very picturesque. The wooden houses, with latticed windows and grass growing on the roofs, are huddled side by side with golden-topped temples and queer, shuttered shops which sell *papier-mâché* and silverwork, silks and carpets, shawls and embroidery.

HOUSE-BOATS ON THE JHELM

The European quarter spreads itself leisurely with clean, wide roads shaded by tall poplars, and nearly every one lives in house-boats moored in the upper reaches of the Jhelum, or on the shores of the Dal Lake, where on the crystal-clear waters float the lovely lotus-lilies famous in this land. Here are the Shalimar and Nishat gardens built by a Mogul emperor.

Life in Srinagar can be as gay or as quiet as one cares to make it. There are a nine-hole golf course, a polo ground, a club with tennis-courts, and an excellent hotel where a band plays for dancing every evening after dinner. The club is built on the Bund, overlooking the river, and on the terrace one sits and gossips and drinks a pre-luncheon cocktail in the shade of a banyan-tree.

House-boats vary, of course, in size and price, but an extremely comfortable one with a dining-room, a drawing-room, and three bedrooms with bathrooms attached may be hired for about one hundred and eighty rupees a month per head. This includes rent, servants, and food. Kashmiris are amazingly fine cooks. The staple diet is chicken, duck, and mutton—beef being forbidden by law, as the religion of the country is strictly Hindu. There is every known fruit in abundance—large luscious strawberries, cherries, peaches, plums, and apples.

Beyond Srinagar, over the steep Zogila Pass, lie the valleys and mountains dear to the heart of the sportsman, which afford almost the finest shooting of its kind in the world. Right to the borders of forbidden Tibet are found ibex, *sharpu*, bear, and leopard.

For the keen golfer, there is Gulmarg, which stands in a grass-green, saucer-shaped hollow between two snow-capped mountains, fringed by a forest of fir-trees, at nine thousand feet. This is reached by a twenty-mile motor drive, and then a three-mile ride on a hill pony up the side of a mountain. The two eighteen-hole courses compare well with any in England. The air is like champagne, a little heady at first. (Continued on page 126)

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Dries instantly. Effectually checks perspiration. The atomizer bottle insures your deodorant remaining fresh and sanitary. Sold at good stores.



SOCIETY

BIRTHS

NEW YORK

Ives—On April 17, to Mr. and Mrs. Kenneth Appleton Ives (Margaret H. Meyer), a daughter, Edith Leavitt Ives.

Livingston—On April 15, in London, England, to Mr. and Mrs. Basil Livingston (Marion La Bau Browne), a son.

Rodewald—On April 28, to Mr. and Mrs. W. MacNeil Rodewald (Josephine Owen), a daughter, Glorvina Hoffman Rodewald.

Todd—On April 17, to Mr. and Mrs. Judson Scott Todd, junior (Rosalie Herbert Barry), a daughter, Rosalie Barry Todd.

CLEVELAND

Sterling—On April 13, to Mr. and Mrs. R. Lee Sterling (Kathryn Durell), a daughter.

COLUMBIA, SOUTH CAROLINA

Macaulay—On April 11, to Dr. Neill Webster Macaulay and Mrs. Macaulay (Eliza Barron), a son, Neill Webster Macaulay, junior.

LOS ANGELES

Casey—On March 11, to Mr. and Mrs. Robert Casey (Marie Clarkeon), a daughter, Marie Casey.

Garland—On April 2, to Mr. and Mrs. John J. Garland (Heien Chandler), a daughter, Gwendolyn Chandler Garland.

Griffith—On April 19, to Mr. and Mrs. Benjamin P. Griffith (Katherine Seaver), a daughter.

Moulton—On February 26, to Mr. and Mrs. Everts Moulton (Florence Jane Walker), a daughter, Donna Moulton.

Schneider—On February 16, to Mr. and Mrs. Walter J. Schneider (Claire McDonough), a daughter, Janet Schneider.

NEW ORLEANS

Fenner—On March 21, to Mr. and Mrs. Charles Payne Fenner (Clifford Cocran), a daughter, Evelyn Gasquet Fenner.

Hennican—On April 18, to Mr. and Mrs. Joseph P. Hennican, junior (Odette Charbonnet), a daughter, Patricia Charbonnet Hennican.

PITTSBURGH

Redpath—On April 25, in Orange, New Jersey, to Mr. and Mrs. Robert Upjohn Redpath (Nancy S. Miller), a daughter.

SPOKANE

Whittier—On April 8, to Mr. and Mrs. Lyman Whittier (Sarah McClintock), a daughter, Virginia Ann Whittier.

TORONTO, ONTARIO

Cassels—On April 21, to Mr. and Mrs. Graham Cassels (Betty King Smith), a daughter.

Catto—On April 13, to Mr. and Mrs. Douglas E. Catto (Marion Mills), a son.

McGillivray—On April 6, to Mr. and Mrs. George A. McGillivray (Sheila Lee), a daughter.

ENGAGEMENTS

NEW YORK

Allen-Gott—Miss Patricia Allen, daughter of Mr. and Mrs. J. Roy Allen, of New York, to Mr. Donald Hutchinson Gott, son of Mr. and Mrs. Charles Cleveland Gott, of Scarsdale, New York.

Fosburgh-Wilson—Miss Lella Whitney Fosburgh, of New York and "Cold Brook," Berlin, New York, daughter of the late Mr. and Mrs. James B. A. Fosburgh, to Mr. Evan Morris Wilson, of Haverford, Pennsylvania, son of Mr. Charles Wilson.

Le Blanc-Green—Miss Rita Le Blanc, daughter of Mr. and Mrs. George Le Blanc, of New York and New Rochelle, New York, to Mr. Allen Percival Green, junior, son of Mr. and Mrs. Allen Percival Green, of Mexico, Missouri, and Miami Beach, Florida.

McCormick-Barnes—Miss Katrina McCormick, daughter of Mrs. Albert G. Simms, of New York, Washington, D. C., and Albuquerque, New Mexico, and of the late Medill McCormick, to Mr. Courtlandt D. Barnes, junior, son of Mr. and Mrs. Courtlandt D. Barnes, of New York and Manhasset, Long Island.

Merrill-Magowan—Miss Doris Merrill, daughter of Mrs. Church Merrill, of New York, and of Mr. Charles Edward Merrill, of Palm Beach, Florida, and Southampton, Long Island, to Mr. Robert Anderson Magowan, son of the late Edward Thomas Magowan and Mrs. Magowan.

Robinson-Chester—Miss Jane Page Robinson, daughter of Mr. and Mrs. Sanford Robinson, of Greenwich, Connecticut, to Mr. Colby M. Chester, third, son of Mr. and Mrs. Colby M. Chester, junior, of New York and Greenwich.

Webb-Curtis—Miss Barbara Webb, daughter of Mr. and Mrs. Stuart Weston Webb, of New York, to Mr. John Avery Curtis, son of the late Osborn Curtis and Mrs. Curtis, of Point Pleasant, New Jersey.

ENGAGEMENTS

BOSTON

Moffat-Sargent—Miss Frances W. Moffat, daughter of Mr. and Mrs. Alexander W. Moffat, of Brookline, Massachusetts, to Mr. Ignatius Sargent, son of Mrs. Theodore W. Chandler, of Boston, Massachusetts, and of the late Andrew Robeson Sargent.

CHICAGO

Wacker-Sheffield—Miss Ellen Jennings Wacker, daughter of Mr. and Mrs. Frederick G. Wacker, of Lake Forest, Illinois, to Mr. Thomas C. Sheffield, of New York and Chicago, Illinois, son of Mr. Thomas Sheffield, of New London, Connecticut.

CLEVELAND

Rose-Anketell—Miss Barbara Rose, daughter of Mr. and Mrs. William A. Rose, to Mr. Thomas J. Anketell, junior, son of the late Thomas J. Anketell and Mrs. Anketell, of Detroit, Michigan.

MIDDLETOWN, OHIO

Verity-Blakey—Miss Elizabeth Jane Verity, daughter of Mr. and Mrs. Calvin Verity, of Middletown, to Mr. John Miller Blakey, son of Dr. Herbert Blakey and Mrs. Blakey, of Columbus, Ohio.

PHILADELPHIA

Barrows-Marshall—Mrs. Sydney Bidle Barrows, daughter of Mr. and Mrs. Alexander Mercer Biddle, of "Vancouver Cottage," Torresdale, Pennsylvania, to Mr. Henry James Marshall, of Lancaster, Pennsylvania.

Kurtz-Tyson—Miss Barbara Kurtz, daughter of Mr. and Mrs. William Fulton Kurtz, of Germantown, Pennsylvania, to Mr. Charles Roebing Tyson, son of Mr. and Mrs. Carroll Sargent Tyson, of Chestnut Hill, Pennsylvania.

Mirkil-Perot—Mrs. Charlotte Morris Mirkil, daughter of Mr. and Mrs. Richard H. Morris, of Germantown, Pennsylvania, to Mr. Thomas Lea Perot, son of Mrs. Thomas Lea Perot, of Germantown.

Moyer-Mitchell—Miss Josephine Thornbury Moyer, daughter of Mr. and Mrs. Clarence Leigh Moyer, of "Plas Mawr," Merion, Pennsylvania, to Mr. Harry Dorsay Mitchell, son of Dr. James F. Mitchell and Mrs. Mitchell, of Washington, D. C.

Sewell-Sise—Miss Anna Belle Sewell, daughter of Mr. and Mrs. William Joyce Sewell, junior, of Chestnut Hill, Pennsylvania, to Mr. Charles Carpenter Sise, of New York and Portsmouth, New Hampshire, son of the late Mr. and Mrs. Frederick March Sise.

SAN FRANCISCO

Elliot-Graupner—Miss Gwen Elliot, daughter of the late Emery Elliot and Mrs. Elliot, of Alameda, California, to Mr. Adolphus Earhart Graupner, junior, son of Mr. and Mrs. Adolphus E. Graupner, of San Francisco, California.

SYRACUSE

Durston-Reeder—Miss Barbara Durston, daughter of the late Alfred Howlett Durston and Mrs. Durston, of Syracuse, New York, to Mr. Henry Southerland Reeder, son of Mr. and Mrs. Nathaniel Reeder, of New York.

TORONTO, ONTARIO

Young-Pullen—Miss Ethelwyn M. Young, daughter of Mr. and Mrs. Ralph E. Young, of Oakville, Ontario, to Mr. Ernest G. Pullen, son of Mr. and Mrs. Frank Pullen, of Oakville.

UTICA

Westcott-Cooley—Miss Helen Elisabeth Westcott, daughter of Mr. and Mrs. William Benedict Westcott, to Mr. Robert Adsit Cooley, son of Mr. and Mrs. Frederick B. Cooley, of Buffalo, New York.

WASHINGTON, D. C.

Breckinridge-Graham—Miss Elizabeth Foster Breckinridge, daughter of Mrs. Ruth Woodman Breckinridge, of Bethesda, Maryland, and of Colonel Henry S. Breckinridge, of New York, to Mr. John Stephens Graham, of Winston-Salem, North Carolina, son of the late Joseph L. Graham and Mrs. Graham.

Dunlop-Bond—Miss Katharine Dunlop, daughter of Mr. and Mrs. G. Thomas Dunlop, of Washington, D. C., to Mr. Langhorne Bond, of Petersburg, Virginia.

Haggarty-Dabney—Miss Margaret Armistead Haggarty, daughter of Mr. and Mrs. Cornelius Haggarty, of Philadelphia, Pennsylvania, to Mr. Thomas Lloyd Dabney, son of Dr. Virgilus Dabney and Mrs. Dabney, of Washington, D. C. (Continued on page 125)



"GOSS-AMOUR"

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that's a miracle of control

Light as a cobweb—this summer
step-in of fine silken elastic net

... as sheer as your hose ...
but it none-the-less firmly

controls your figure to ideal
beauty. The "Goss-Amour"

Step-in, photographed, is
Model 565. Priced at only \$5.

"GOSS-AMOUR" Combination, \$10

The Lastex bound net uplift is a "Pendul-Lift"
(Pat. No. 1,882,023). Ask for Model 1095.

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B R I G H T EYE IDEAS



by
Jane
Heath

EYES DO!

So—you know some one who's planning a trip to the altar! Let's do a little missionary work for her—right away! Imagine what a fiery blush, or turning deathly pale, does to the most-carefully-made-up face! A bride simply must depend mostly upon her eyes alone for beauty. They'll be sparkling anyway—but no matter how busy she is, see that she takes the time to slip her lashes into *Kurlash* (just as you do!) so that they may curve back into the most enchanting frames that deepen and enhance her eyes. *Kurlash* costs only \$1 at almost any store, and needs just a second and no practice to use.



Something Blue

Then—blue eyeshadow—because it's so lovely beneath white filmy veiling. *Shadette*, the eyeshadow in compact form, comes in a heavenly cerulean blue (as well as in violet, brown or green), \$1. Pass it among the attendants, too, for a lovely ensemble effect.



Something New

A wedding is a dramatic event—so use blue mascara, also. *Lashtint Compact* may be smuggled right into the vestry, for it carries a little sponge to insure even application. Take it along in black, too, to touch the very tips of the bridesmaids' lashes after the blue. (It's a final, theatrical note of beauty.) You can also buy it in chestnut brown, at just \$1.

Kurlash

Jane Heath will gladly give you personal advice on eye beauty if you write her a note care of Department L-6, The Kurlash Company, Rochester, N. Y. The Kurlash Company of Canada, at Toronto, 3. Copr. The Kurlash Co. Inc. 1935

SOCIETY

(CONTINUED FROM PAGE 124)

WEDDINGS

NEW YORK

Appleton-Egleston—On May 29, in Hamilton, Massachusetts, Mr. Francis R. Appleton, son of Mrs. Francis R. Appleton, of New York and "Appleton Farms," Ipswich, Massachusetts, and Miss Joan Egleston, daughter of the late Major Thomas B. Egleston, of Limpsfield, Surrey, England.

Blanchard-Caldwell—On April 6, Lieutenant John Dean Blanchard, U. S. Marine Corps, and Miss Olive Caldwell, daughter of Mr. and Mrs. James Hope Caldwell.

Broomall-Graham—On April 6, Mr. William Booth Broomall, son of the late Henry Lewis Broomall and Mrs. Broomall, and Miss Edith Lane Graham, daughter of Mr. and Mrs. James Varum Graham, of New York and Flushing, Long Island.

Dann-Ballard—On April 13, Mr. Hollis Arthur Dann, son of Mr. and Mrs. Arthur John Dann, of Worcester, Massachusetts, and Miss Anne M. Ballard, daughter of Mr. and Mrs. Edward Lathrop Ballard, of New York and Ridgefield, Connecticut.

Dearborn-Breck—On April 21, Mr. Douglas Dearborn, son of Mrs. George S. Dearborn, and Miss Susan C. Breck, daughter of Mrs. Duer du Pont Breck.

di Zaponeta-Leonard—On May 3, in Christ Church, Pelham Manor, New York, Baron Carlo Zezza di Zaponeta, of New York, son of Baron Giuseppe Zezza di Campomarino, of Rome, Italy, and Miss Elizabeth Leonard, daughter of Mr. and Mrs. Robert J. Leonard, of Pelham Manor.

Morin-Wilson—On April 27, in Newport, Rhode Island, Lieutenant William A. M. Morin, U. S. A., son of Mr. John M. Morin, of Pittsburgh, Pennsylvania, and Miss Marion Mason Wilson, daughter of the late Richard T. Wilson and Mrs. Wilson, of New York and Newport.

Neidlinger-Buell—On April 20, Mr. Roger Neidlinger, son of Mr. and Mrs. Charles R. Neidlinger, of Alpine, New Jersey, and Miss Jane C. Polk Buell, daughter of Major Ralph Polk Buell and Mrs. Buell, of New York and Westport, Connecticut.

Nickerson-Cunningham—On April 30, in Saint John's Church, Stamford, Connecticut, Mr. John Nickerson, third, son of Mr. and Mrs. John Nickerson, of "The Brick House," Darien, Connecticut, and Miss Nancy Cunningham, daughter of the Reverend Gerald A. Cunningham and Mrs. Cunningham.

Vander Burgh-Phillips—On April 4, in the chapel of Saint Bartholomew's Church, Mr. Charles E. Vander Burgh, of Minneapolis, Minnesota, and Miss Allison Phillips, daughter of Mr. and Mrs. Frederic D. Phillips, of New York.

Wagstaff-Mears—On April 30, in Tuxedo Park, New York, Mr. Hunt Tilford Wagstaff, son of Mr. and Mrs. David Wagstaff, and Mrs. Comly Mears, daughter of the late Garrard Comly and Mrs. Comly, of Tuxedo Park.

BALTIMORE

Johnson-Blanchard—On April 29, in Saint David's Protestant Episcopal Church, Mr. Howard Spafard Johnson, junior, son of the late Howard Spafard Johnson and Mrs. Johnson, of Charleston, West Virginia, and Miss Charlotte Lindsay Blanchard, daughter of Mr. and Mrs. Peter P. Blanchard, of Baltimore, Maryland.

Petro-Olivier—On April 22, in the Protestant Episcopal Church of the Redeemer, Mr. Alexander Preston Petre, son of Mr. and Mrs. Reginald W. Petre, and Miss Stuart Olivier, daughter of Mr. and Mrs. Stuart Olivier.

BOSTON

Crews-Whiting—On April 12, in the Little Chapel in King's Chapel, Mr. Ralph Crews, son of the late Ralph Crews and Mrs. Crews, of New York, and Miss Dorothea Whiting, daughter of Mr. and Mrs. Charles Frederick Whiting, of Cambridge, Massachusetts.

Higginson-Scoville—On June 7, Mr. Francis Lee Higginson, junior, of New York, son of the late Francis Lee Higginson and Mrs. Higginson, of Boston, Massachusetts, and Miss Harriet Beecher Scoville, daughter of Mr. and Mrs. William H. Scoville, of Hampton, Virginia, and Cornwall, Connecticut.

CLEVELAND

Bruce-Pope—On April 27, Mr. Leonard Herrick Bruce, son of the late Frederick E. Bruce and Mrs. Bruce, and Miss Flora Sargent Pope, daughter of Mr. and Mrs. George Whitney Pope.

Oakes-Harvey—On April 4, Mr. Herbert King Oakes, junior, son of the late Herbert K. Oakes and Mrs. Oakes, and Miss Sara Harvey, daughter of Mr. and Mrs. Merwin Clark Harvey.

WEDDINGS

DULUTH

Raiter-Coy—On April 3, Dr. Roy F. Raiter, of Cloquet, Minnesota, and Miss Elizabeth Camp Coy, daughter of Mr. and Mrs. Sherman Lockwood Coy, of Cloquet.

LOS ANGELES

Hume-Howard—Mr. Jaquelin Hume, of Vacaville, California, and Miss Caroline Elizabeth Howard, daughter of Mr. and Mrs. W. F. Howard, of Los Angeles, California.

PHILADELPHIA

Garrett-Darlington—On April 11, Mr. George Angus Garrett, of New York and Washington, D. C., and Mrs. Ethel Shields Darlington, of Sewickley, Pennsylvania, daughter of Mr. and Mrs. Peter Shields, of Philadelphia, Pennsylvania.

Hardt-Stearns—On April 27, in Saint Andrew's Church, Wellesley Hills, Mr. William M. Hardt, second, son of Mr. and Mrs. Frank M. Hardt, of Bryn Mawr, Pennsylvania, and Miss Martha Stearns, daughter of Mr. and Mrs. Russell Stearns, of Wellesley Hills, Massachusetts.

Sellers-Eckert—On June 1, in Christ Church, Reading, Pennsylvania, Mr. Alexander Sellers, junior, son of Mr. and Mrs. Alexander Sellers, of "Meadowcroft," Radnor, Pennsylvania, and Miss Elizabeth Eckert, daughter of Mr. and Mrs. William K. Eckert, of "Greenfields," Reading.

Stanner-Mitchell—On April 25, in Merion, Pennsylvania, Mr. Robert W. Stanner, son of Mr. and Mrs. John T. Stanner, of Washington, D. C., and Miss Phyllis L. Mitchell, daughter of Mrs. Edmund Cooper Hoyt, of Philadelphia, Pennsylvania.

SAINT LOUIS

Thompson-Brown—On April 6, in the Central Presbyterian Church, Mr. James Green Thompson, son of Mr. and Mrs. Walter Duke Thompson, and Miss Helen Brown, daughter of Mr. and Mrs. William H. Brown.

SAN FRANCISCO

Draper-Kellogg—On May 25, in Pasadena, California, Mr. Lawrence Draper, son of the late Dr. Lawrence Draper and Mrs. Draper, and Miss Mary Louise Kellogg, daughter of Mr. and Mrs. Charles Maxwell Kellogg, of Pasadena, California.

TORONTO, ONTARIO

Logan-White—On April 27, in Saint James's Cathedral, Mr. Sydney H. Logan and Miss Hilda McGlashan White, daughter of Mr. and Mrs. Arthur F. White.

WEDDINGS-TO-COME

NEW YORK

Driggs-Hunt—On June 8, in Saint John's Episcopal Church, Waterbury, Connecticut, Miss Ann Driggs, daughter of Mr. and Mrs. Theodore Ives Driggs, of Waterbury, to Mr. Edwin Sumner Hunt, junior, son of Mr. and Mrs. Edwin Sumner Hunt.

Dunstan-Rutherford—On June 15, in Saint John's Episcopal Church, Far Rockaway, Long Island, Miss Marian Iva Dunstan, daughter of Mr. and Mrs. James S. Dunstan, of "Brightside," Lawrence, Long Island, to Mr. J. Mortimer Rutherford, son of Mrs. C. Frederick Frothingham, of Tuxedo Park, New York, and of Mr. John M. L. Rutherford, of Sands Point, Long Island, and Palm Beach, Florida.

BOSTON

Clark-Emmet—On June 15, in Saint John's Church, Beverly Farms, Massachusetts, Miss Marian de Forest Clark, daughter of Mr. and Mrs. Henry Cannon Clark, of Prides Crossing, Massachusetts, to Mr. Winthrop Stuyvesant Emmet, son of Mr. and Mrs. Christopher Temple Emmet, of Stony Brook, Long Island, and New York.

PHILADELPHIA

Rosengarten-Goodman—On June 12, in St. David's Church, Radnor, Pennsylvania, Miss Emily Penrose Rosengarten, daughter of Mr. and Mrs. Adolph G. Rosengarten, of "Chanticleer," St. David's, to Mr. Samuel Goodman, third, son of Mrs. Howard E. Seaver, of Chestnut Hill, Pennsylvania.

Wiener-Du Bois—On June 17, in the Memorial Church of the Good Shepherd, Germantown, Pennsylvania, Miss Katherine Wiener, daughter of Mr. and Mrs. Edward Wiener, of Germantown, to Mr. Frederic Marshall Du Bois, son of Mr. and Mrs. Floyd Reading Du Bois, of Englewood, New Jersey.

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KASHMIR—A SUMMER RESORT

(CONTINUED FROM PAGE 123)

The hotel, club, and houses (the latter commonly called huts) are all built of wood, some after the style of Swiss chalets, and some looking like Canadian log cabins. Here you play golf all day and dance all night.

It is tremendous fun to hire a spirited pony and explore the surrounding country out beyond Lianmarg, where you can gallop for miles across springy turf. Or to climb to the frozen lake above, and look down on the green saucer of Gulmarg, and the great Kashmir valley, below, shadowed by the Himalayas—and perhaps get a glimpse of the great white peak of Nanga-Parbat, twenty-six thousand feet high, peeping through the pink clouds, and to feel that you are standing verily on the roof of the world. Then to ride back to the hotel, change out of jodhpurs and a shirt, and, after a boiling hot bath, dress leisurely before a delicious-smelling wood-fire before dining in a party at the hotel, and dancing until dawn.

WHAT TO WEAR

The wardrobe of a woman visitor to Kashmir must be extensive. For mornings in Srinagar, you will want simple, well-cut, short-sleeved dresses of washable silk, crêpe de Chine, or gingham. Remember that in repeated visits to the wash-tub, these frocks are bound to shrink a little in time, so be prepared with big hems. You can not do without at least six of these morning frocks, and the less diaphanous they are, the better, so that undergarments can be reduced to a minimum.

White is the only colour for tennis, and cotton piqué is one of the best choices for tennis dresses. These frocks have to be pressed or washed after every time that you play, and cotton piqué stands the wear and tear admirably well. It is also advisable to have your dresses cut with a moderately high neck-line if you don't want an ugly red "V" to mar the effect of your best evening toilette. Comparatively few women wear stockings for tennis, and many prefer an eye-shade to a hat.

You would be wise to take only one straw hat of the large-brimmed variety, because straw hats are useless in the sun, they travel badly, and nothing looks worse than a brim bent in the wrong place. Keep your one large hat in readiness for a Residency garden-party, along with a printed chiffon or lace afternoon dress, since this is the only occasion on which you will require either. Light-weight, white felt hats with brims are both practical and easily packed, and should shade your eyes as much as is necessary in the ordinary way. Take a pair of sunglasses for long expeditions.

It is well to include one or two less "dressy" afternoon frocks for such things as regimental At Homes and Purdah parties, when the Indian women throw off their dark all-enveloping cloaks, secure from the eyes of men, and display saris of the most lovely colours, bordered with exquisite hand-embroidery, set off by priceless jewels.

This brings us to the all-absorbing topic of evening dresses, of which you

need at least six. This may sound like a lot, but you find in India that you go out almost every night, one way and another, and clothes seem to get far more "ragged out" than they do at home. You should have an extra special one for the Maharaja's birthday ball at Rajgah Palace; two good ones for Government House dinners, and occasional private dances; a couple of less expensive ones; and two of the invaluable linen or cotton ones that can be popped into the wash-tub and come out looking fresher than ever. You will be wearing some of your evening dresses on the voyage out (although don't make the mistake of wearing all your best ones, it only spoils them, and it isn't necessary). Avoid perishable fabrics that rot or split easily, gold and silver tissue, which tarnishes in the sea air and the heat, and tulle, which does not stand the packing well. An all-black evening dress is an invaluable standby.

A long evening coat that tones in with most of your frocks protects them until you actually arrive at the party, and little short ones are useful, either in place of the long one when it is hot or to wear at dinner when it is cold. Indian dining-rooms are draughty, well-endowed with doors, and not too blessed with fireplaces. You will find your fur coat useful, for the nights are chilly.

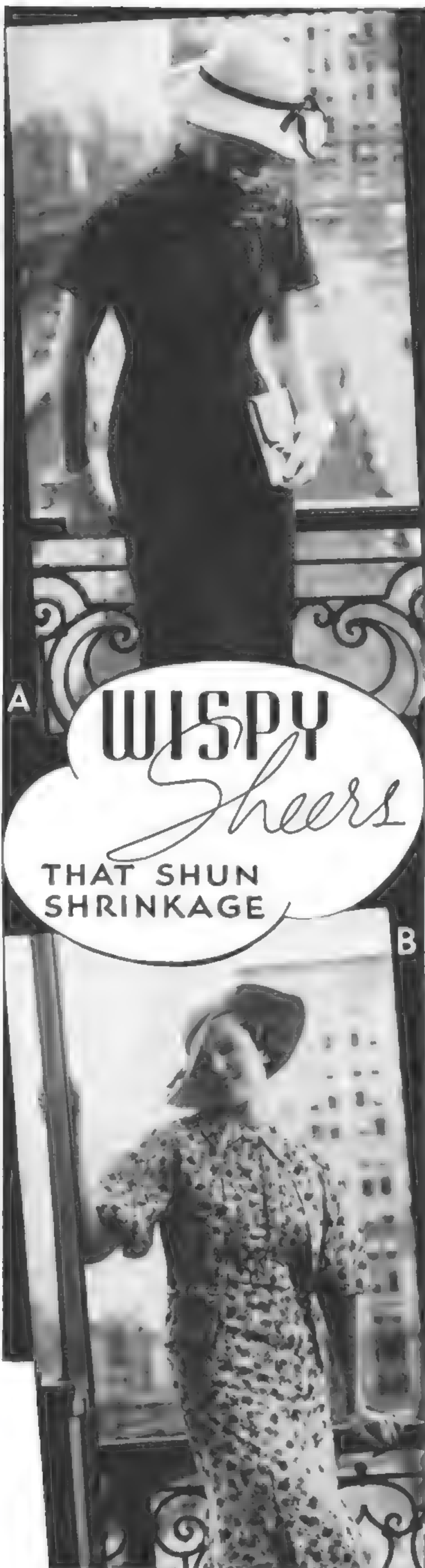
If you are hard on your shoes, take two pairs to match each dress, for dyers and cleaners are not always good in India. When buying new shoes, it is better to err on the side of ease rather than tightness, but there is no necessity to get them half a size bigger than usual, as some people advise. The inexpensive coloured canvas shoes seen in the shops are ideally cool and practical, and good brown-and-white shoes look perfectly in place with or without stockings. Get into the habit of putting trees in your shoes the moment you take them off. The heat pulls them out of shape more quickly than anything else.

MORE ABOUT ACCESSORIES

Stockings are expensive in India, and the range of good shades is small, so take an ample supply out with you. They will wash slightly lighter in time, but too dark stockings look out of place where the background is usually sand coloured, so don't be misled into buying dark ones.

Triple ninon is really the best material for underthings, but it is unnecessary to go to the expense of an entirely new outfit when your ordinary silk ones will wear quite well. People wear either nightgowns or pyjamas, but pyjamas are better for sleeping out-of-doors in camp.

You will need a beach suit and a couple of bathing-suits (which should be kept at hand for the outward voyage) and, if possible, a dressing-gown made of towelling, which will not be spoiled by salt water. Unfortunately, barbers on the Indian-bound ships are not renowned for setting hair, so get a good water-tight cap. If your hair is the sort that gets untidy easily, invest in some invisible hair-nets and a length of chiffon to wind round your head like a turban. (Continued on page 128)



WISPY
Sheers
THAT SHUN
SHRINKAGE

A. Frock of Swisston (dotted swiss). Net yoke with applied bands of Swisston. Contrasting buttons. Colors: navy, brown or copen with white dots; white with navy or red dots. Sizes 14-20.

B. Frock of Will-O-Lawn with shirred shoulders. Sleeveless jacket with shirred patch pockets. Multicolored prints in wide selection of colors. Sizes 14-20.

COOL as a summer cloud, these lovely Kaycraft fabrics lose not a whit of chic on a trip to the tub. Both Will-O-Lawn and Swisston are Sanforized-shrunk, completely and permanently shrunk, they will not shrink out of fit through repeated laundering.

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DR. WALTER'S
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These famous flesh-colored gum rubber reducing garments show a decided improvement in the figure immediately.

Latest BRASSIÈRE gives you that trim, youthful figure that the new styles demand. 2 to 3 inch difference almost immediately. Send bust measure. \$2.25



UPLIFT BRASSIÈRE \$3.25

REDUCING GIRDLE; takes place of corset. Beautifully made, very comfortable, laced at back. Send waist and hip measures. \$4.50



Waist and Abdominal Reducer for Men

This pure gum rubber belt not only reduces the waist and abdomen, but also supports the body and greatly adds to one's comfort and appearance. Send waist and abdominal measures. \$3.50

RELIEVE swelling or varicose veins and reduce your limbs with Dr. WALTER'S famous flesh-colored

gum rubber hose. Worn next to the skin they fit like a glove. Send ankle and calf measure.

9 inch \$5.00 pair
14 inch \$6.75 "
11 inch (not covering foot) \$3.75 pair

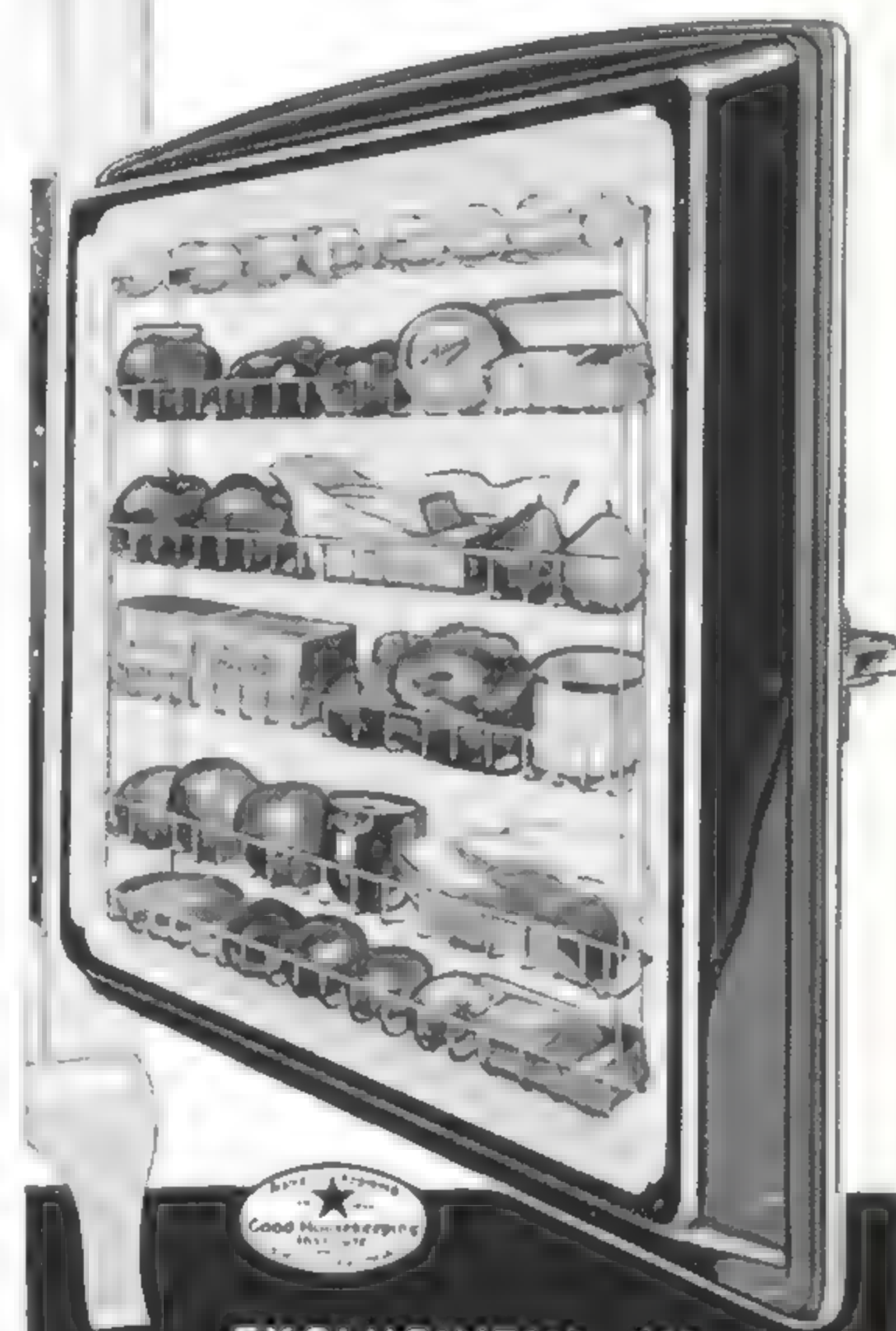


All garments are made of pure gum rubber flesh-colored. Write for literature.

Accurate measures are essential as garments cannot be returned or refunded due to sanitary conditions. Send check or money order! No cash.

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EXCLUSIVELY IN
CROSLEY
ELECTRIC
REFRIGERATORS

PARIS—MID-SEASONS

(CONTINUED FROM PAGE 53)

At Schiaparelli's, it's the dhoti (look at the photographs on pages 41 to 47) from the wrapped garments of the Indian men, or, strangely enough, from the folds and hoods of figures in Italian primitives, in the clear, intense colours of Fra Angelico. But Schiaparelli is versatile, and suddenly it is neither of these, but the puffed satin and taffeta draping and swagging that Lillian Russell carried off so well, and for which you need a Figure. Some of these dresses have slide fastenings, if you should doubt that they are really 1935!

At Vionnet's, the draped gowns are almost classically simple, but the distinction of the drapery, especially around the bosom and the shoulders, gives them an incredible elegance. And they look, gorgeously, thoroughly comfortable!

MORE ABOUT DRAPERY

At Patou's, there are dignified, slender gowns of black crêpe, with floating chiffon panels. At Mainbocher's, the drapery is pulled to one side on the hips and fastened with minute buttons, or manipulated into fantastic swags on the skirt.

Lelong makes soft cowl backs, and loops the back of skirts gracefully in deep folds. Maggy Rouff drapes taffeta around the hips and lets it fall in slim lines to the ground, and Lanvin catches hers up with complicated sashes that twist through circular buckles. Piguet throws a Chantilly lace scarf over a white chiffon dress as Spanish as a fandango, and uses large-patterned prints with white grounds for dresses cut high in the front and low in the back.

On the floating side, there are quantities of net, often coarse and freed from a slimmer silhouette. Molyneux's breath-taking strapless gowns are recommended for a grand effect. Your bare shoulders gleam through fantastic Italian pink or vivid purple net—huge squares of it that you arrange yourself. Patou tops a slim black net gown with a floating cape of pink flowers. Chanel and Lanvin make charming black net skirts that swish out from a slim foundation. And both of them like detachable trains that sway behind you as you walk—Lanvin's regal in lamé, and Chanel's very "suivez-moi" in green tulle, both hung from the shoulders. Rochas leaves a free pleated panel down the back of a purple chiffon gown with devastating effect in action.

Even the definitely summer models have interesting motion. Paquin's red-and-white printed linen rhumba dress froths around your ankles. Lelong's bright printed piqués and starched laces billow about your feet. At Patou's and Maggy Rouff's, petals cut from the prints of evening crêpes are used in great masses on the skirts and bodices, and, at Mainbocher's, the petals are of chiffon, all of them fluttering seductively about you when you dance.

Masses of crushed strawberry taffeta make Schiaparelli's most dramatic cape, shaped like a giant petal over your shoulders, and falling in billows to your ankles behind you. Rochas is amused by making a tailored, full-backed swagger coat in the most lux-

urious metal brocade and finishing it with little black velvet revers and collar. Lanvin likes changeable taffeta with balloon sleeves in a full-length coat that makes your waist look fifteen inches around.

Swinging into afternoon—taffeta and more taffeta! At Vionnet's, it's in naïve frocks, confetti-dotted, with bell-shaped skirts and short puffed sleeves. Her black taffeta suit with an emerald blouse is a masterpiece of cut with its slim hips and flared skirt. Rochas' taffeta is sometimes tailored, with skirts pleated all around to hang slim in repose and kick up when you walk. Sometimes, Rochas taffeta is crisply feminine, when he pinks all the edges of a dress in inch-wide saw-tooth points and tops it with Maria Guy's Bengal Lancer's turban. This is a dashing and becoming hat, and it undoubtedly leads the way to a season of draped turbans.

If you want very formal daytime things, passementerie has Paris reminiscing. Soutache swirls all over the bosom of a Schiaparelli crêpe dress, like a drum-major's uniform. At Mainbocher's, the braid is coiled around the neck and finished in a burst of tassels.

WALKING THE TOWN

Imagine the comfort of short sleeves for warm days in town! Rochas, Schiaparelli, and Alix all showed them, and they're typical of this new freedom for action. Natural linen at Schiaparelli, the loose box-jacket brief enough to balance sleeves chopped off at the elbow. Draped prints in the charming daytime collection at Alix. Grassy green linen at Rochas, with an altogether ridiculous and charming Chesterfield collar of black velvet at the back, and a sheer green-and-white cotton blouse as cool as a lettuce leaf.

Lanvin shoves quantities of fulness towards the front of your daytime dresses, so that you can step out. Shantung dresses at Maggy Rouff, meant for town, have bursts of sun-pleating all the way down the front to ripple in front of you as you walk. Patou makes day dresses that are wrapped and draped, and often a side-wise cape swings over one shoulder. Sheer tailored suits at this same house are made of black organza, with white piqué touches and flared skirts. (You can see one on page 54.) At Mainbocher's, trim little capes swing insouciantly from your shoulders and button straight down the front. Even coats fall loose and free, to give a swing to your silhouette, like Molyneux's tailored woollen ones, three-quarters length, that top comfortable print dresses. Or like Alix's flared coat of black wool with a fur bow at the neck that falls into hem-length streamers. And for town wear, too. Piguet puts a white piqué jacket and cape over a black wool skirt.

STRIDING THE COUNTRYSIDE

Flared skirts and vests are all over Paris, and suits with tailored jackets that reveal very naked sun-backed blouses when they're removed. Chanel's all-white piqué tailleur was a huge success. A black-and-white polka-dot scarf (Continued on page 128)



Something new
in the BATH



A DELICIOUS mystery from London. Whisk two spoonfuls into your bath. Step into fragrant, tinted, fizzing water. Step out fresher than an apple blossom. *There is nothing else like FIZZ.* Pink, blue, green, or mauve, at \$3, \$5, and \$10. It contains no soda.

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• What a relief to stop trying this and that . . . to settle down to a regular schedule that you know is right for the care of your beauty. Better start right now . . .

VOGUE'S BOOK OF BEAUTY \$1

Just send your dollar to VOGUE, 420 Lexington Avenue, New York City

Stand by, you sailors, for the

New *Seascope*
SAILING SUITS
of WAMSUTTA SAIL CLOTH

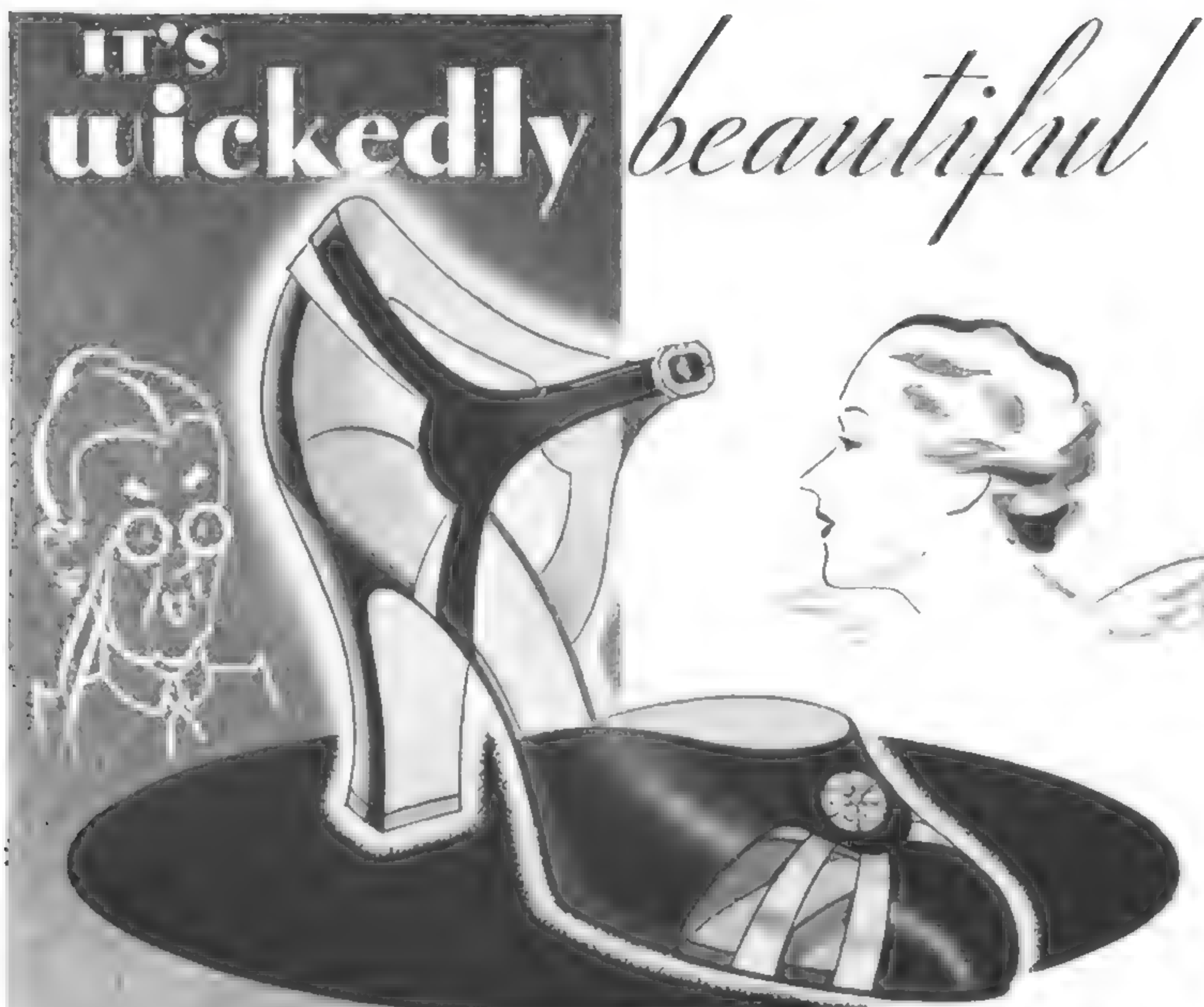
The smartest rigs you've ever seen afloat. Water-repellent to keep you dry and comfortable. Colors to match your sails. Rustless Talon Fasteners. Attached hoods with draw-string.

Pictured are the "Dinghy Shirt" and "Culotte Skirt", a swank combination. The "Seascope" model, the "Stormy Weather Shirt", the Slacks, are equally interesting. Seascope Shirts and Slacks for men also available.

Write us for details and name of nearest dealer.

B. F. MOORE & COMPANY
NEWPORT VERMONT





Have you an evening gown that needs help? Here is the perfect slipper for you, then. Its shameless beauty will make you a Major Menace . . . Its exquisite combination of silver kid and lustrous black satin will fill your cattiest foe with a new envy.

And, because it is a Daniel Green, you can count on it to fit perfectly and

to wear infinitely better than you would expect any such fragile-looking cut-out to do.

Ask your shoe dealer to show you the newest styles of Daniel Green slippers for formal wear . . . Their beauty will delight you as much as their inexpensive prices. The Daniel Green Company, Dolgeville, N. Y.

DANIEL GREEN

Slippers

Look for the Name
ON THE SOLE

How to order Vogue Patterns by mail

Vogue Patterns may be ordered by mail from any shop selling Vogue Patterns, or from Vogue Pattern Service, Greenwich, Connecticut, and in Canada, at 360 Adelaide Street, W., Toronto, Ontario.

Please state the full pattern number. When ordering skirts give both waist and hip measure. When ordering misses' or children's designs, state age.

Vogue does not make provision for charge accounts or C. O. D. delivery. When ordering please enclose cheque, money order or stamps. Remittances should be made out to the store or branch from which you order.

PRICES OF VOGUE PATTERNS

381	\$2.00	7043	\$.40
382	2.00	704440
383	2.00	704575
S-3819	1.00	704665
S-3820	1.00	704750
S-3821	1.00	704850
704250	704950

KASHMIR—A SUMMER RESORT

(CONTINUED FROM PAGE 126)

When you go out on trek up the Lidder or Sind Valley, or on a shooting trip out towards Baltistan, you would do well to let a Kashmiri tailor make you a pair of drill shorts such as officers wear in India in the hot weather; these and a couple of grey or brown pull-overs (for you know you must never wear bright coloured ones on a shooting trip), and perhaps a slide-fastened leather jacket to keep out the wind, will be all you require. You should also be measured for a pair of *chuplis*, and soft doeskin socks to wear inside; these are an indispensable form of footwear, and they make a long day's march much easier. Your *topi* must be, of course, a khaki one, perfectly plain and workmanlike (it can be bought better and cheaper in Port Said or Bombay). Never be persuaded to appear in a white one, or to buy one of those disguised affairs that look like an inverted soup tureen covered with felt.

For the daytime in Gulmarg, you will need feather-weight tweeds, soft wool sweaters, tuck-in shirts, plain lisle stockings, and well-cut brogues. You will require your *topi* here, for you will be more exposed to the sun, even though the air is colder than in Srinagar. A mackintosh is a necessity, as well as a large umbrella carried in

your bag in readiness for a shower.

Do not forget to bring at least one fancy dress, and one which expresses your personality, although if you have forgotten this item, a Kashmiri "durzi" could supply the want.

One important thing that the traveler to India should never forget is to take a quantity of bedding: sheets, pillows, pillow-cases, blankets, and an eiderdown, also a valise to hold it. Outside Bombay, Calcutta, and Delhi, hotels do not provide bedding, and the trains, with the exception of the Calcutta mail, do not run "sleepers." Your bed is made up in the carriage, with your own bedding, and very comfortable it is. Every compartment, whether a coupé or a four-berth compartment, has a bathroom and lavatory attached. Any one new to the country would be foolish to think of taking a train journey without a bearer. This indispensable servant could be engaged in Bombay on arrival, after a careful scrutiny of his written references. Tourists have been known to pay exorbitant wages, but thirty-five rupees per month, not including his train fare, is the usual rate. Occasionally an English-speaking bearer with excellent references will expect forty rupees a month, and he may prove worth it.

PARIS—MID-SEASONS

(CONTINUED FROM PAGE 127)

holds the neck, and the piqué is starched to show off the flare in the skirt. Underneath the jacket is the minimum number of inches of white piqué gilet that leaves back and arms exposed to the sun. Lelong makes sports suits with sun-back blouses, pleated pants-skirts, and waistcoat-type jackets with points in the front.

Vionnet makes full-skirted suspender-dresses of white linen—the suspenders so wide that they almost conceal, where they cross in back, the guimpes of checked taffeta—and puts full tweed swagger coats over all her country clothes—full length.

CAPERS ON THE BEACH

The passion for glazed chintz continues at Schiaparelli, in a Prince of Wales feather pattern for a beach robe lined with terry-cloth, and in modern designs for foolish milkmaid dresses with big hats and bandanna bags tied onto your arm.

Mainbocher's shorts and tailored jackets are little miracles of tailoring. Take the mattress ticking one shown on page 59 of this issue, or another with a horizontally striped peasant-blue canvas jacket and white canvas shorts. Or be all legs, if yours are good, in his square blue jumper with a white hood that barely reaches the bottom of your maillot.

Looking ahead—there's a hint for autumn days in all the collections. A huge season of velvet—if not for your dress or your coat, used in combination

with wool, as Rochas does in his black wool coats, and Mainbocher in his velvet capes over wool and vice versa. Schiaparelli has a velvet skirt with a heavy silk jacket and fox. Sealskin will be with us again, and Persian lamb, used in banding with bits of fabric or ribbon between. Silver fox swirls over coats. For evening, every one gasped at a huge coat made of horizontal white foxes.

FOR FUN

Random bits that were the spice and the candied cherries of the collections: Sea-shell beach belts at Paquin's. At Schiaparelli's, orange lady-bug buttons on country suits. A bandanna bag to match your dress, with one of the "ears" of the corners tied around your wrist. Sensational poker-chip hats that we'll show you in our next issue, from Mainbocher and Schiaparelli. Lace mitts at Mainbocher's, completely fingerless and reaching to the elbow. Chanel's big rhinestone feather pins, diagonally pinned on the bodice. A glove-stitched coat at Rochas, big, bold, crude stitches. His countless ideas for belt buckles—armored helmets, fans, mercury staffs, drums. Stiffened velvet belts at Vionnet's. Pink satin or heavily jewelled ones at Molyneux. Belts and sandals of Indian opaque beads at Alix's. Two seven-inch leather leaves fastening a belt at Mainbocher. And Schiaparelli's glass fans now revolve on their handles, making a pleasant susurrus.



VOGUE'S

ADVANCE
MERCHANDISE
PORTFOLIO
JUNE 1

PARIS CABLEGRAM

Mid-season Fashions Forecast Autumn

*Evening
Draperies
grows in
importance*

PREPONDERANCE EVENING DRAPERY ALL HOUSES - SCHIAPARELLI, ALIX VOLUMINOUS
EVENING SKIRTS DRAPED BETWEEN ANKLES LIKE HINDU MEN'S GIVING SLIGHT
TROUSERED EFFECT - SCHIAPARELLI MODERN DRAPED SKIRTS WITH BIG PINCHES OF
DRAPERY DOWN FRONT, BACK OR HIP - MAINBOCHER EVENING DRAPED SIDE MOVEMENT
OR SWAGS SET IN SKIRTS - CHIFFON CONTINUES FOR EVENING ALL HOUSES -

PATOU CAPE OF FLOWERED CHIFFON - PIGUET SPANISH WHITE CHIFFON CHANTILLY
LACE HEAD-SCARF - PATOU BLACK CRÊPE, FLOATING PLEATED CHIFFON PANELS -
LANVIN TEAGOWN FLAME CHIFFON OVER WHITE SATIN SLIP - PREDOMINANT EVENING

*Taffeta
and
Velvet*

COLOURS LELONG WINE, FUSCHIA, MAUVE, CHERRY - MAINBOCHER PASTEL DINNER
DRESSES, DRAPED ELBOW-SLEEVES, HIGH DÉCOLLETAGES, MASSES SWEET PEAS,
AFRICAN DAISIES AT WAISTS AND SHOULDERS - MUCH TAFFETA DAY AND EVENING
VIONNET, LANVIN, ALIX - FORESEE GREAT IMPORTANCE VELVET - SCHIAPARELLI
BLACK VELVET SKIRT, BLACK SATIN JACKET BORDERED WITH VELVET - MAINBOCHER
EXCITING POKER-CHIP VELVET HATS HELD WITH BAND AT NAPE OF NECK -

*Day
Fashions
for
Autumn*

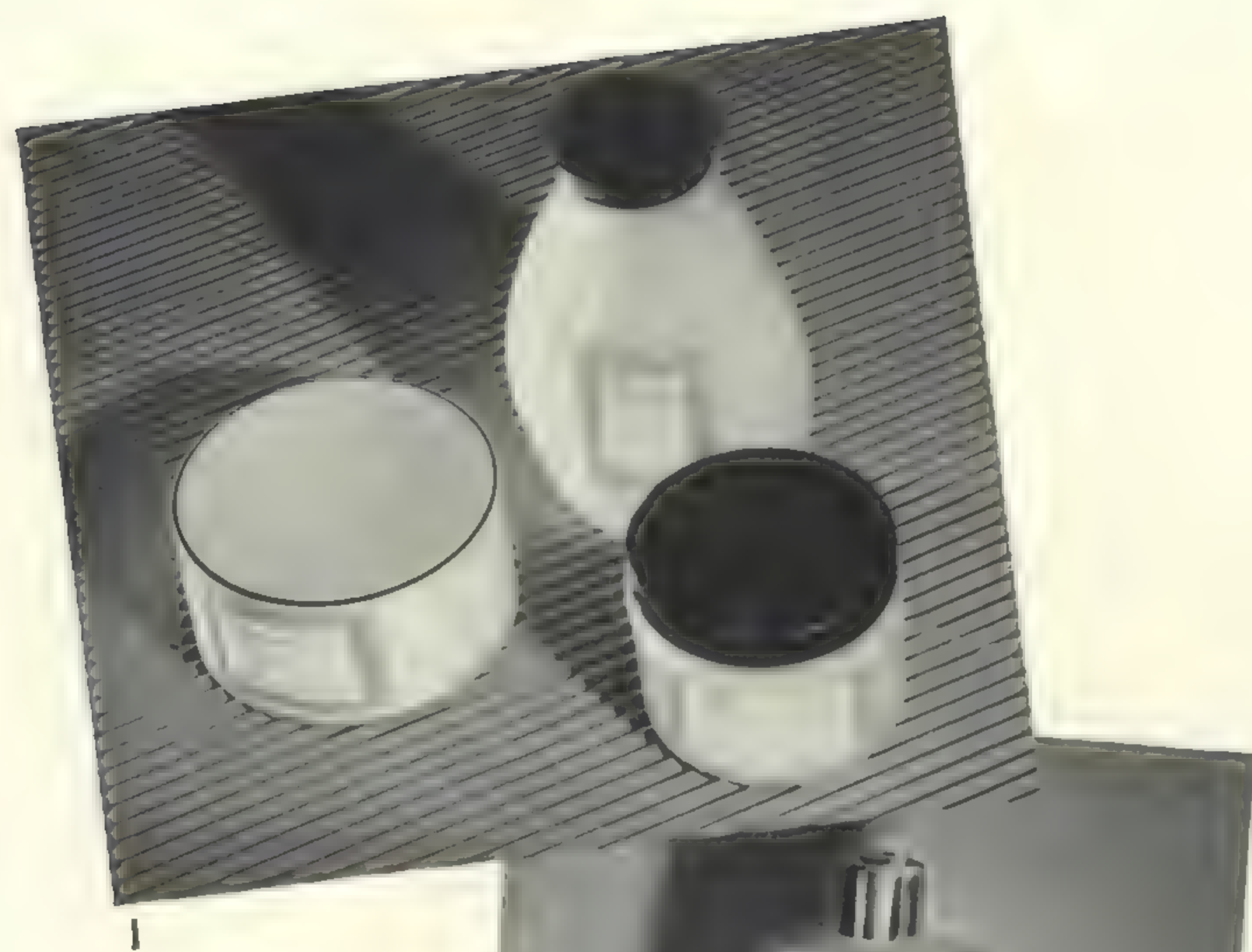
AUTUMN FORECAST FOR DAY: MANY WAIST-LENGTH CAPES BUTTONED UP FRONT, CHILD-
ISH COLLARS, WOOL OVER VELVET DRESSES OR VICE VERSA - FULLER DAY SKIRTS
PAQUIN - BOX-PLEATED SPORTS SKIRTS PATOU - JACKETS AND COATS ALL SHOW
TENDENCY TO FLARE AT BACK - SMOOTH-SURFACED WOOLS - SUITS HEAVILY TRIMMED
SOUTACHE BRAID, BIG FROGS - PASSEMENTERIE, CORDING, TASSELS TRIMMING WOOL
COATS AND DRESSES - SEAL, GALYAK, PERSIAN ON WINE AND BLACK WOOLS - AUTUMN
WOOL DRESSES WITH CAPES, JACKETS PARTIALLY MADE SEALSKIN, NUTRIA, FLAT FURS.

Any part of this cable may be quoted if preceded by "Vogue's Paris Cable Says:"

Summer

Here are two pages of little comforts for summer ills, grouped according to the parts of the body that they help. Some of them are news; others are little-known products of well-known lines; many more that you have in your own stocks could have been included. However, the important thing about these items is the fact that they are grouped, and the way they are grouped. Logical grouping adds importance; adds selling power, too. Don't wait for your customer to come in and ask for remedies for her sunburn! Display these little cures now; show that they're necessities for every summer wardrobe. Convert the idea in these pages into displays with these items or others from your own stocks.

FACES, the majority of them, will be *café au lait*, this year. Only those who make a fetish of burning black will do so. At the other extreme, for the first time in years, there are those who will stay white. Here are two ideas for all schools of thought . . . Sheridan's Beauty Treatment (top left), to cover birthmarks, has also been taken up by women with normal skins. The Crème Neutra can be used to simulate tan and disguise yellow shades, while tan is fading. It covers freckles, protects skin from sunburn, and it makes an excellent powder base. Water Lily Snow Lotion (second photograph) is an old favourite; and this year it comes in smart Terra Cotta. Suggest it to cover uneven-tanning and for would-be-tanners to use the first few days at the beach.



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1. Virginia Sheridan's Foundation and powders, for birthmarks, blemishes, or regular foundation. 347 5th Ave., N. Y.
2. Helena Rubinstein's Terra Cotta, newest shade of Water Lily Snow Lotion, to cover uneven tanning. 8 E. 57th St., N. Y.
3. Eye Bath for daily use, from Primrose House (400 Madison Ave., N. Y.); Eye Cream, for eyelids, day or night, from Coty (432 W. 55th St., N. Y.); Rubinstein's Herbal Eye Tissue Oil for squint-lines. Add dark glasses and eye-lotion atomizer.

4. Harriet Hubbard Ayer has a complete beauty treatment for the feet—good any time of year, but particularly helpful for reconditioning feet after summer on the beach. Foot Ice, Ayer's Talcum, and Deodorizer. 323 E. 34th St., N. Y.
5. Nu-Nail is a preparation to prevent splitting and breaking of nails; Bergo Laboratories, Hollywood, Cal. Harriet Hubbard Ayer's Cuticle Cream, for feet or for hands. Cutex Cuticle Oil for brittle nails and rough cuticles. 191 Hudson St., N. Y.

Sorcery

EYES come in for unusually harsh treatment in the summer. An eye-bath is a daily necessity. One store did a huge business on eye-bath, last summer, by suggesting it every time they sold a pair of dark glasses. Eyelids get burned and squint-lines need attention. (No. 3 opposite page), three eye-aids. Add dark glasses to your display! FEET need beauty care for themselves (sandals are revealing)—but any care given feet pays dividends in beauty of the face! We show a complete beauty treatment (No. 4): Foot Ice, Talcum, and Deodorizer.

NAILS need such things as Nu-Nail to prevent splitting and breaking. Cuticles need the softening massage of Cuticle Oil and daily use of Cuticle Cream.

BODIES will appreciate these three new preparations (bottom)—a delightfully scented Talc; a Body Rub for chapped skin; a water softener for the bath.

HAIR needs its share of summer beauty treatments. Stranzit Junior is a small edition for "juniors," but women with short hair like it for their "fifty strokes a day." Protecsun, used before going out, keeps hair from fading and drying. Hot Oil Shampoo and Hair Oil restore lost oil. Brilliantine keeps hair in place. SUNBURN and rashes yield to Acne Lotion (long used by children's camps to prevent and treat minor rashes). Sun-Soothe Cream takes the burn out of blisters and parched skin; Soothol stops sunburn pain instantly—both are splendid sunburn preventatives.



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6. For summer comfort, Mitcham's new Talc in flower scents. Grenoville, 30 Rockefeller Plaza, N. Y. Dorothy Gray's new Body Rub, in the charming long-necked bottle, is soothing for before and after exposure. 683 5th Ave., N. Y.

7. Radox, another comfort, for bath and body softens water and helps reduce. E. Griffith Hughes, Rochester, N. Y.

8. Primrose House's Acne Lotion starts the group of healing and preventing preparations. 595 5th Ave., N. Y.

In this same group, (8) is Sun-Soothe Cream, from Rose Laird, 785 5th Ave., N. Y., the flat jar is Vita-Ray's Soothol (489 5th Ave., N. Y.), to prevent and soothe burns and blisters. 9. In the group dedicated to hair are Protecsun and Reconditioning Hot Oil Shampoo, from the Ogilvie Sisters, 227 E. 45th St., N. Y. The little square jar holds Coty's Brilliantine. At the right is Yardley's Lavender Hair Oil, 620 5th Ave., N. Y. 10. Stranzit Junior is Prophylactic's new brush. Florence, Mass.

Vogue Points

PUT Vogue to work for you by using Vogue's free display cards. "Vogue says" cards are mounted with any of the quotations at the bottom of this page (four about beauty!). "As Seen in Vogue" cards are mounted with any full-page advertisement. Write to Vogue's Merchandising Service, 420 Lexington Avenue, New York—We'll be glad to send the cards.

About beauty

Vogue says: "Rub on cream or oil, to help the tan, but stop the burn."

Vogue says: "Use make-up in warmer, richer hues."

Vogue says: "Light, bright lipstick and brown eye-shadow, by day—with your tan skin."

Vogue says: "Summer hair rule—brushing and more frequent shampoos."

Vogue says: "The sun is hard upon your eyes—use an eye-lotion."

Vogue says: "Depilatories are essentials to your beauty."

Vogue says: "Wear a light foundation under your powder, for summer."

Vogue says: "Flowered scents, for summer."

Vogue says: "Keep your hands flexible and smooth."

Vogue says: "Darker shades of polish—or delicate shell pinks."

Vogue says: "Put eau de Cologne in your tub, spray it over you."

Vogue says: "Dust on powder by the ton."

Vogue says: "It's important to keep up your home beauty treatments this summer."

Vogue says: "After thirty, use a good rejuvenating cream, regularly."

About beachwear

Vogue says: "Colours for the beach—strange greys and caramels and ink-blues."

Vogue says: "Consider one of these satin Lastex suits!"

Vogue says: "Wider and wider spread the new beach hats."

Vogue says: "Lace is a new-comer in bathing-suits."

Vogue says: "Out of the water, be either tailored or picturesque."

Vogue says: "Order a beach suit or jacket and shorts with as much care as you order your riding habit."

About accessories

Vogue says: "Dark belts, bags, hats, and shoes—with light frocks."

Vogue says: "Wear a white straw hat and gloves for your town high-lights."

Vogue says: "Square-toes do a lot of shortening."

Vogue says: "Add to the usefulness of your frock by adding an extra white piqué jacket and hat."

For the older woman

Vogue says: "For evening—softness without fluffiness; always a hint of a sleeve."

Vogue says: "Dark and softly tailored town clothes."



Vogue says: "A pale pink lace dress—perfect foil for silver hair and summer heat."

Vogue says: "Soft, flowing tea gowns make even a short woman look queenly."

Vogue says: "Low heels for every hour of the day or night."

About brassières

Vogue says: "Uplift is the ambition of every good brassière."

Vogue says: "Brassières are an important part of your athletic equipment."

About evening clothes

Vogue says: "A crisp white taffeta coat, three-quarters length."

Vogue says: "A cape—ideal over a bouffant evening dress."

Vogue says: "Picture dresses are right for summer evenings."

Vogue says: "Be glamorous in a dress of shirred net."

Vogue says: "Black or navy-blue for summer dining."

Vogue says: "Corn-flower blue for evening."

Quotations on free "Vogue says" cards

"You need three kinds of creams."

"Cool your skin with Cologne."

"Hands groomed to the finger-tips."

"Eyes need consideration."

"Dotted Swiss for evening."

"Dubonnet red for accessories."

"A printed silk dress—indispensable!"

"Short white gloves, for hot weather."

Shoe Points to Watch



Heel-less Evening Sandal, Grecian influence in satin with jewelled sole. I. Miller, Long Island City, N. Y.



Patent-Leather Accent, the bright touch on many fall shoes. Shown with black suède. La Valle, 632 Broadway.



Flat Sandal in Dubonnet, an important fall shoe. Laird, Schober & Co., 22nd and Market Sts., Philadelphia, Pa.



Square-Toe Sports Shoe, the peasant influence carries on. Blue suède. M. N. Arnold, South Weymouth, Mass.



High-Belted Oxford illustrating the strap, buckle, and built-up front. Made by Palter Deliso, 740 Broadway.



Square-Toe and Square-Heel in a low-heel slipper with the new Colonial tongue. Designed by I. Miller.



Cut-Out Oxford showing a formal treatment of suède and patent-leather. Premier Shoe Co., 47 West 34th Street.



Formal Gillie, a new interpretation of a popular shoe type in blue suède. Delman, Inc., 304 East 45th St.



Carbon-Grey Suède, a new fall colour in a new low-heel walking pump with high instep. By Laird, Schober.

Lillian S. Dodge

**President of
Harriet Hubbard Ayer**

IF the day ever comes when these United States shall have a "Madame President", there is a combination of qualities so typically American as to be almost fore-ordained for that first feminine chief executive. For the American ideal of a successful business woman executive is one who has reached eminence through her feminine qualities rather than in spite of them. The old idea that women must choose between a career and a home has at last broken down; and among the successful homemakers, who are also successful executives, Mrs. Lillian S. Dodge, President of Harriet Hubbard Ayer, is a notable example.

Mrs. Dodge was born in Washington and her life followed the usual pattern of the well-brought-up young person whose end was marriage, whose aim was far removed from the business world. She studied to be a musician, she married young, she had three children. But the interrupting force in this charming, normal American routine of life was her intense devotion to her husband, Vincent B. Thomas. He had seen the possibilities of making and selling cosmetics wholesale and had named his business after the pioneer, Harriet Hubbard Ayer. Into this small developing company Mrs. Dodge threw all of her enthusiasm and her intense interest in her husband's plans. After his death she took over the entire management and in the twenty-five years that followed she has been the determining factor in its sound, steady growth.

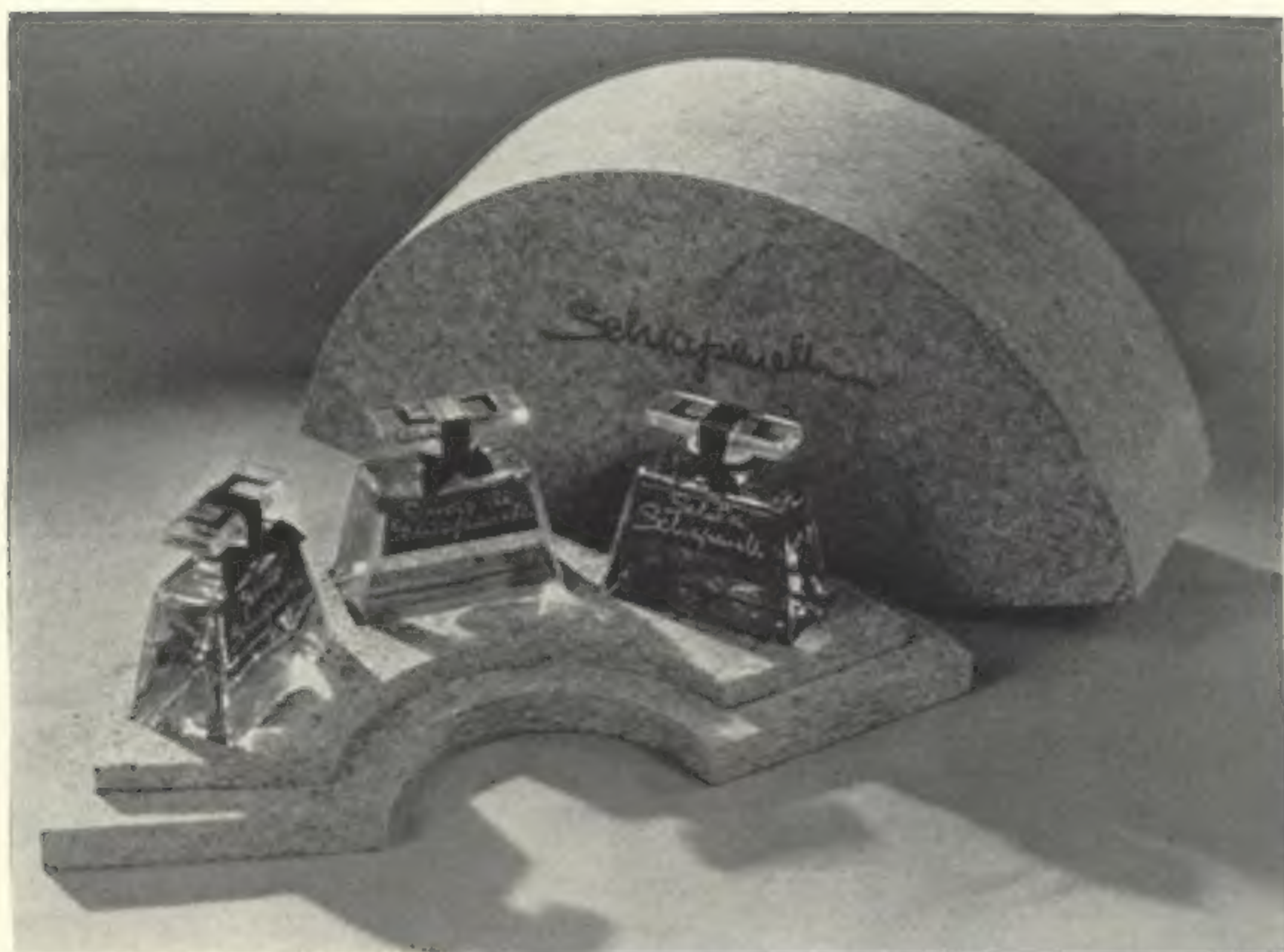
The name "Harriet Hubbard Ayer" was perhaps the best known of its time among women in business; so the name was retained, but the new company started out on an entirely new premise. One of the first products was "Luxuria Cream"—its formula was created in a day when cold creams were rare, and Luxuria was designed and introduced as a *superior* cold cream. So successful was the Luxuria formula that it is today one of the largest selling items in a line of more than one hundred and twenty-five products, and its ingredients have not been changed so much as one milligram! All of the products in the Harriet Hubbard Ayer line were created with the idea of being used at home. The prices were kept moderate; the reputation for purity was the prime consideration. Some of the products use fresh strawberries in the making and, quite characteristically, one of Mrs. Dodge's first interests in the company was to see that the strawberries were properly stemmed! Among the one hundred and twenty-five products are things for the feet and

hands, the face, the hair and the body. The use of a complexion brush found one of its first advocates with Mrs. Dodge and she was also one of the first people to recognize the necessity of beauty treatments for the feet.

Mrs. Dodge is so genuinely modest, so sincere in her avoidance of personal publicity that very few people know her for the business power that she is. (Even fewer know that the French Government has given her the ribbon of a Chevalier of the Legion of Honour in recognition of her friendship for France.) She sits behind her desk in a pleasantly feminine office much as one imagines her sitting behind a tea-table at her own fireside, and from this desk she manages a successful business that extends from America to London and Paris and back again to Canada. No detail, from the placing of the signature on a new package design, to the choice of a salesman for foreign territories, is too small or too important for her to settle.

Mrs. Dodge sees nothing unusual in her career, nothing extraordinary in the fact that she is the rare combination of a wifely, motherly, feminine woman and a decisive, successful, direct executive. The very look of her, smiling, charming, with a fresh delightful skin and gay, shining eyes is a reassuringly normal note on a grey day. Looking at her, talking with her in her office, one thinks that perhaps she *is* right and that there really is nothing unusual in the kind of success she has made! Perhaps it is only that the popular conception of a business executive is false, that the qualities needed for successful home-making are exactly the qualities needed to preside over a successful business!

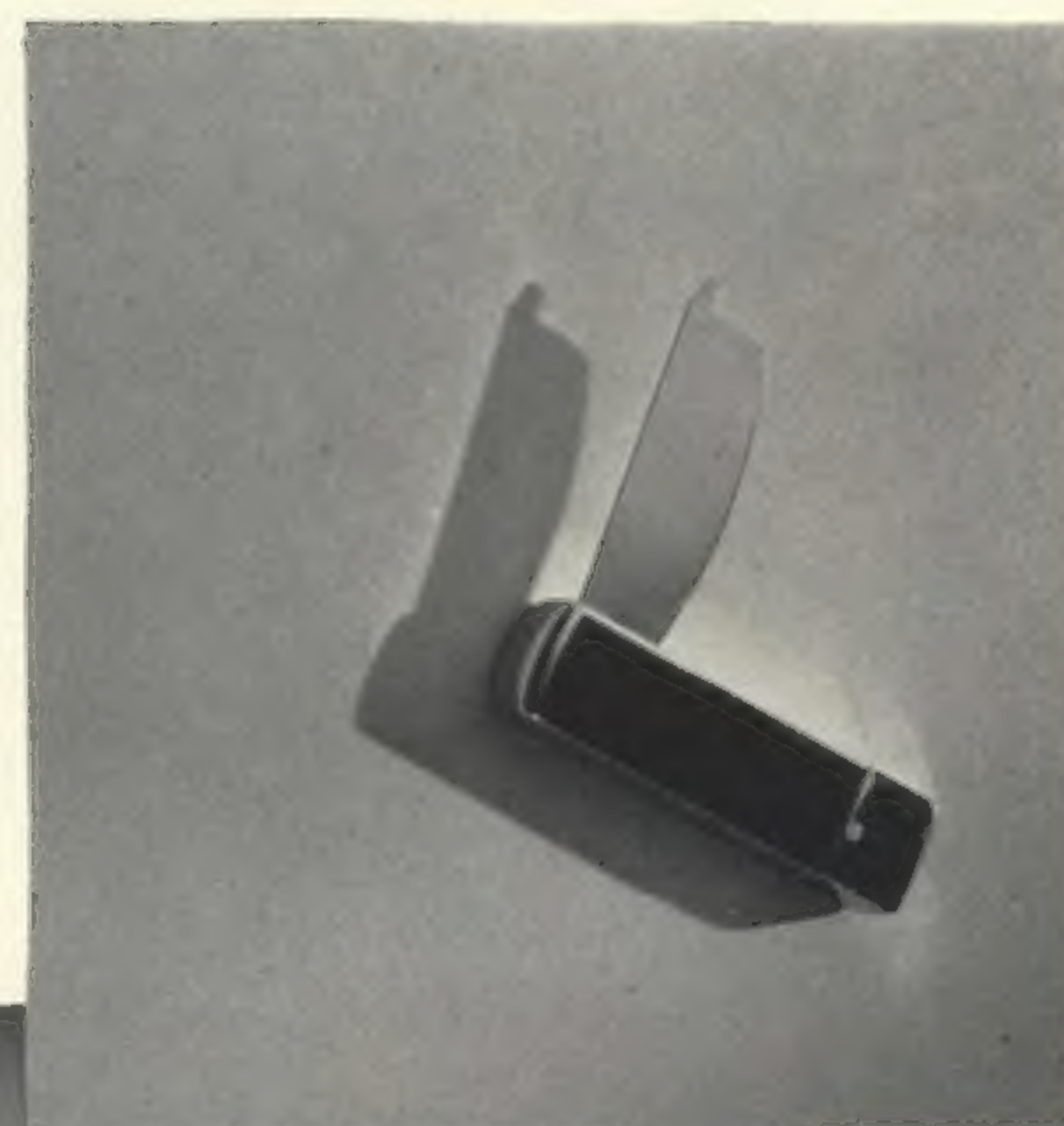




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1. Schiaparelli designed this chic cork package for her perfume ensemble—for evening, "Salut"; for town, "Souci"; and for sports, "Schiap." Daggett & Ramsdell, 2 Park Avenue.

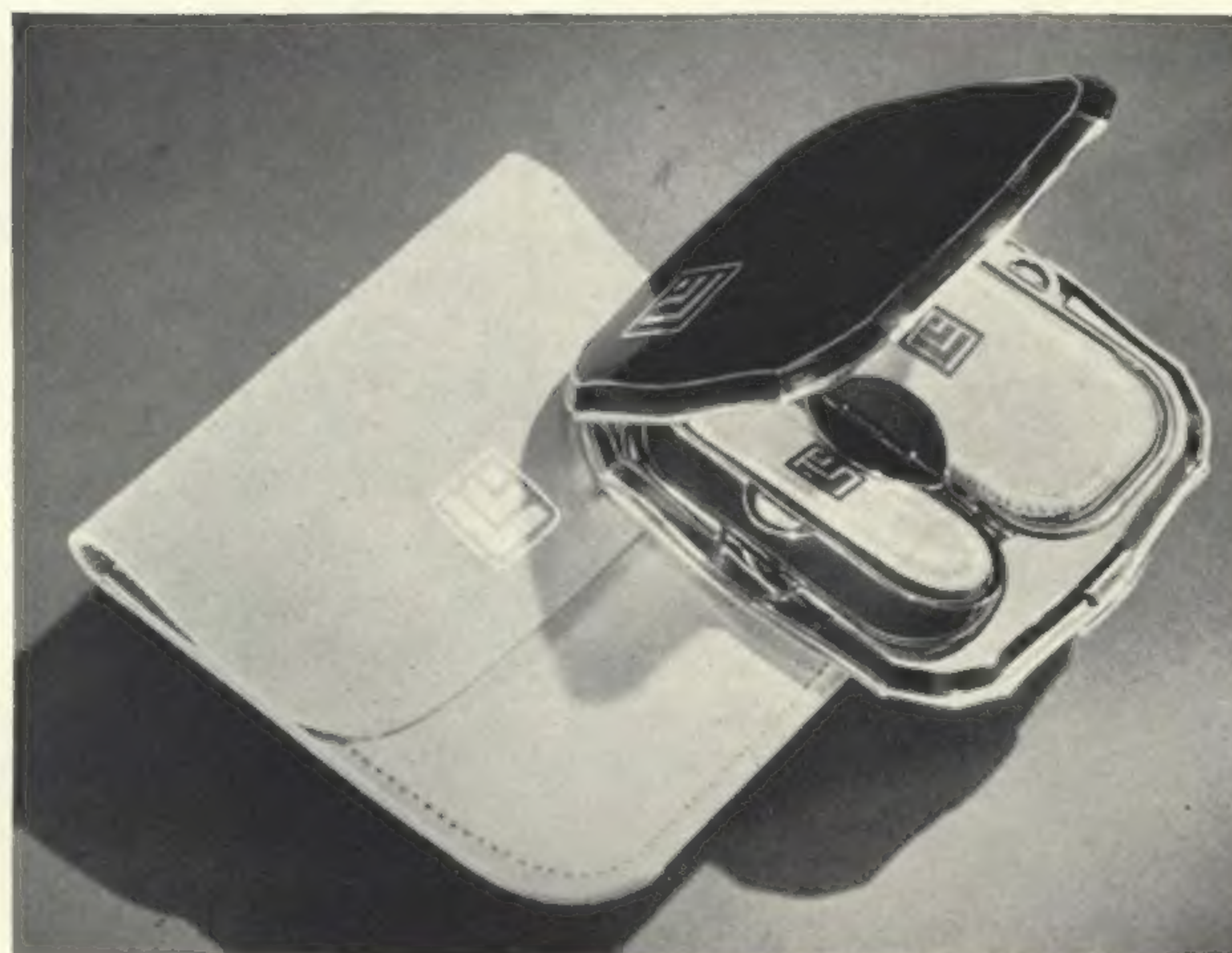
2. "Le Bar" (with gilt rail) is Rue Dee's new package for "Ermine" and "Plaid," night and day scents. 655 Fifth Ave.

3. Corday's "Mirro Stik" is a clever flat lipstick with mirror that automatically shoots out to the side. In five shades, including "Electric (terra cotta)," 6 East Thirty-ninth Street.

4. Myrurgia, purveyor to the Royal House of Spain, presents two new perfumes, "Yánhia" and "Hawaii." Señor Estaban Monegal, the sculptor, head of Myrurgia, designs the bottles to complement each fragrance. C. C. Prindle, 385 Fifth Ave.

5. Helena Rubinstein's Persian Mascara now comes in a new automatic purse-size container. We show beside it her new Golden Automatic lipstick. 8 East Fifty-seventh Street.

6. Thin baguettes are Lelong's newest compacts—very suave and smart. Enamelled in six colours, each with a leather carrying case. Single- or double-size. 610 Fifth Ave., New York.



6

Vogue fashion points

Looking Toward Autumn—The Greek influence in evening clothes—see pages 42, 56, 57, 75 and 82.

The continuance of low heels; see pages 56, 57, 69, 84 and 85.

The tendency toward capes—For evening, pale blue satin by Molyneux is shown on page 75; and a lace cape, page 84.

Bathing Suit Promotions—New beach colours; read page 58 for news about beach colours and colour combinations. These can make a very sophisticated and exciting window for you. Page 66 gives you the Portuguese idea of what to wear on the beach! There's an idea here for your own beach departments. *For older women*—page 110—there are paragraphs which will help you in selling beachwear for your mature customers—always a difficult problem.

Summer Evening Clothes—Stress the two distinct gowns—the draped gown and the full-skirted, tight-waisted type. You see both of these types on pages 74 and 75—and a series of beautiful Grecian-like gowns, as listed in the paragraph "Looking Toward Autumn."

For Women's Buyers—A special article on the "middle ages" and two pages of fashions for women who say "I can't wear young clothes." Read pages 83 through 85; give special attention to the colour combinations and "young-old" fashions you may suggest with Vogue's authority. This article covers the whole philosophy of fashions for the older woman. It is a sound, fundamental sort of thing that you will do well to keep in your files for future reference. See that your salespeople read it; it may give them new ideas as to how to sell and what to sell the type of woman who can be your most profitable customer.

For Gift Shops—Page 67 has ideas on things for little shops, for knitters, for gifts and other smart tid-bits.

Summer Refreshments—Pages 68 and 69, suggest new spots for flowers, new ways to combine prints, and a brand-new use for cotton prints.

Vogue beauty points

Hair—Greek, Directoire and the new Récamier hair dresses are shown on page 56 and 57. On pages 70, 71, 72 and 73 look also at a series of charming heads photographed by Beaton, any one of which may furnish you with new ideas for coiffures.

Hands—Pages 76 and 77 form a strikingly beautiful spread which you might mount and display in your Beauty Salon, or, if you will write direct to Vogue, we will send it mounted to you on "As Seen in Vogue" cards, free of charge. On this page, also, is a discussion of the various types of nail-polish used by smart women, and on page 118 is the news about nail-polish colours. Check with these so that you can tell your customers, with authority, that colourless, shell-pink and dark polish are *all* smart—each one to be suggested with discretion.

Make-Up—A discussion of make-up for the older woman should be extremely helpful to you—page 110 goes into this subject in great detail. Read this carefully.

Summer make-up, as forecast by Palm Beach make-up fashions, and all the cosmetics your smart beach-going customers will want are discussed on pages 43 and 44. Page 94 shows Elizabeth Arden's polka-dot beach bag. Groville sun-toning oil (an English cousin) and Rubinstein's water-proof mascara are two things worth checking on this page also. Guerlain's sunburn oil and Marie Earle's camera beach kit are described on page 96; and there is news about Pond's sun-tan powder, which had a thorough try-out at Palm Beach.

Discoveries in Beauty—Beginning on page 94 and ending on page 106, read from beginning to ending. You may know about some of the things, but they are worth re-reading in order not to miss all of this news about what's-what in the beauty market.

Dude Ranch Beauty—Don't think you won't be asked about it! On page 120 is a paragraph devoted to hair styles for young dudettes, which your salespeople should read to be able to advise your customers with authority.

Trade Edition—a special section for merchants

Retailers, manufacturers, and advertising executives are entitled to receive the Trade Edition of Vogue. Subscriptions must be placed direct with the publisher or direct with a catalogue subscription agency. Do *not* subscribe for the Trade Edition through an agent calling on your store. Mail your order direct to Vogue and make your check payable to Vogue.

Vogue invites trade subscribers to make use of the Merchandising Service, for fashion news or for help in promotion problems. Address

Vogue's Merchandising Service, 420 Lexington Ave., New York.

The purpose of the Trade Edition of Vogue is to anticipate with advance news and illustrations trends that will affect the merchandising of future fashions; and to present market news of special interest to our selective subscription list.

JUNE 1, 1935

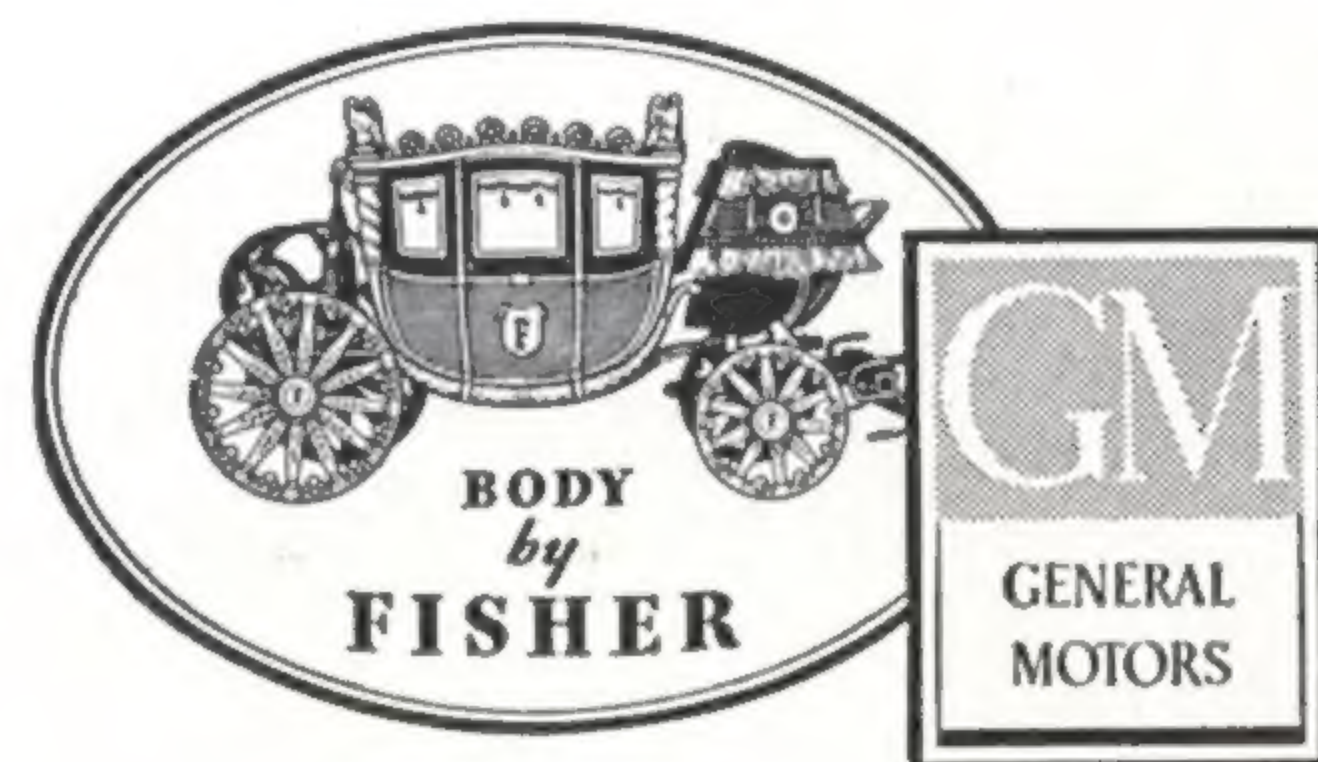


Over your head put the solid steel protection of the "TURRET TOP" Body by Fisher... now featured on Chevrolet (Master De Luxe Series), Pontiac, Oldsmobile and La Salle, closed cars, for 1935

"Happily ever after"

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MISS DE MUMM'S HOSTESS COAT BY HATTIE CARNEGIE DEMONSTRATES THE COOL ELEGANCE OF THE NEW PIQUÉS

"Camels certainly make a difference—"

SAYS

MISS MARY DE MUMM

IN NEWPORT, where she made her début, Miss de Mumm is one of the most popular of the smart summer colony, just as she is among the most fêted of the younger set during the New York season.

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